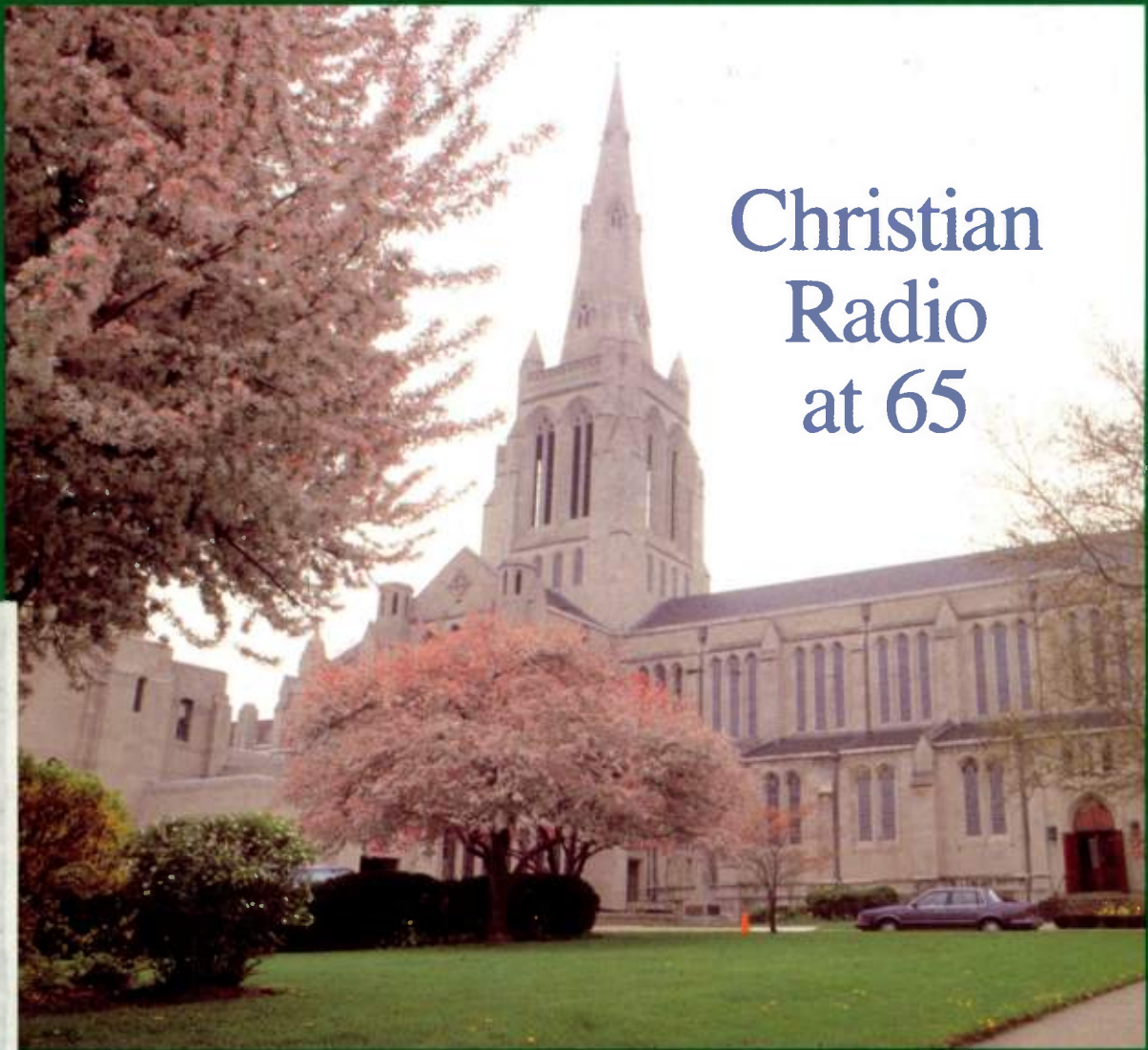


# RELIGIOUS BROADCASTING

The Official Publication of National Religious Broadcasters

June 1986



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Radio  
at 65

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A NATIONAL RELIGIOUS BROADCASTERS PUBLICATION

---

Editorial and Advertising Offices  
CN 1926  
Morristown, NJ 07960  
201-428-5400

Dear "Religious Broadcasting" subscriber:

We value you as a "Religious Broadcasting" subscriber and will appreciate your insights into ways we can better serve you through the magazine. That's why I'm writing today.

As you know if you have been a reader for any time, "Religious Broadcasting" is the only magazine that is planned each issue to meet all of your Christian broadcasting needs.

Our magazine features in-depth and how-to articles that we hope are helping you each month to do your work more efficiently, more creatively, more professionally.

Each issue also includes timely news reports in the "Media World" and "NRB News" sections, as well as brief items of interest in the "Broadcasters" columns. Important information for your benefit can be found in the "Books," "Music," "New Products," "Washington Watch" and other departments of "Religious Broadcasting."

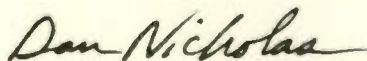
We on the editorial staff think we are accomplishing our goal to be a full-service magazine for Christian broadcasters and related media professionals.

We can't be sure about it, though, unless you respond today by completing this brief Readership Survey. Please take a moment and complete both sides of the survey. Your candid and anonymous statements will help us do a better job for you in the issues ahead.

Please return the Readership Survey to NRB at the address above **on or before July 1, 1986.**

We appreciate your cooperation. As usual, please send any newsworthy press releases about your work to me for consideration for the news pages of "Religious Broadcasting."

Sincerely,



Dan Nicholas  
Associate Editor





# RELIGIOUS BROADCASTING MAGAZINE READERSHIP SURVEY

**1. Please check the category of your involvement in religious broadcasting.**

- Producer of religious radio and/or TV programs
- Manager and/or operator of radio, TV stations (including cable and low power) that carry primarily religious programs
- Minister and/or media director of church or parachurch organizations
- Account executive or manager of service agencies, students, and others allied in the field
- Other \_\_\_\_\_

**2. How long have you been reading Religious Broadcasting magazine?**

- less than a year
- 1-2 years
- 2-3 years
- 3-5 years
- over 5 years

Please respond by  
July 1st

**3. How many issues do you usually read?**

- 1 out of 11
- 3 out of 11
- 5 out of 11
- 8 out of 11
- 11 out of 11

**4. Please rank the helpfulness of the following departments of Religious Broadcasting magazine using the scale below:**

- 1. Extremely helpful
- 2. Very helpful
- 3. Moderately helpful
- 4. Somewhat helpful
- 5. Not helpful at all



Music

4



New Products

2



Media World

2



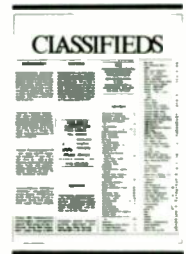
Sign On

3



Books

3



Classifieds

4



Late News

3



NRB News

3



Washington Watch

2



Guest Editorial

3



Feature Articles

3



Broadcasters

3

**5. How much time do you spend reading an issue, on the average?**

- less than 1/2 hour
- 1/2-1 hour
- 1-1 1/2 hours
- more than 2 hours

6. How many other people read your copy of Religious Broadcasting magazine?

- 1  4  
 2  5 or more  
 3

7. What impact does Religious Broadcasting magazine have on the operation of your ministry?

- Very much  Some  
 Considerable  Very little

8. If your broadcast outreach is a ministry of a local church, indicate church's average Sunday attendance.

- under 200  1,000-1,999  
 200-499  over 2,000  
 500-999

9. List three other magazines you read regularly:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

10. Please list the magazine(s) which most influence your decision to purchase broadcasting equipment.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11. Please list the magazine(s) which most influence your decision to purchase radio and television broadcast time.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

12. Please list the magazine(s) which most influence your decision to purchase fundraising/donor management services.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

13. What is your purchasing authority?

- recommend  
 select  
 approve

14. Have you purchased a product/service as a result of an advertisement seen in Religious Broadcasting in the last 12 months?

- yes  
 no

15. Indicate your organization's broadcast related budget for:

\_\_\_\_\_ 1985  
\_\_\_\_\_ 1986

16. List any professional conventions you have attended in the last 12 months:

- NRB Washington  
 NRB Regional \_\_\_\_\_  
 Other \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

17. What region are you located in?

- East  Midwest  
 Southeast  West  
 International  South Central  
 Southwest

18. Age

- 18-30  
 31-50  
 Over 50

19. Sex

- Male  
 Female

20. Denomination \_\_\_\_\_

Other Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please send completed questionnaires to:  
NRB  
CN 1926  
Morristown, New Jersey 07960



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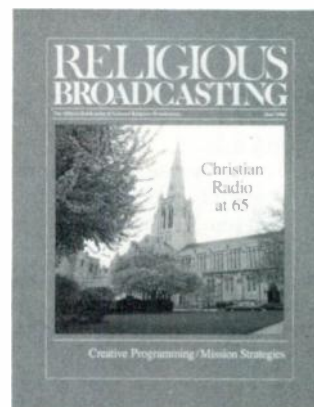
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## COVER

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This month's cover features Calvary Episcopal Church in Pittsburgh, Pennsylvania, site of the first religious radio broadcast which aired 65 years ago. Feature begins on page 14. (Photo by Charles Hughes)



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# SIGN ON

## Selecting a Password



Computer users are familiar with the term *password*. Some combination of letters and/or numerals is necessary in order to gain access to the program currently in use in the computer. If you are using a modem, they call it "getting on line."

If you were to select a password that would reveal both the rationale and the workings of NRB, what would it be? Actually, we have two passwords: *access* and *excellence*. These concepts explain both our reason for being (our mission) and the thrust of our activities (our methods).

Rather than choosing to joust with every foe in sight, we limit our approach to the continuing effort to keep the airwaves open for the gospel, and to the ceaseless quest for newer and better ways to present the age-old message, God's good news in Christ.

Individuals—in our case, program producers and station owners and operators—have their passwords, too. These passwords give others a look into your life and reveal the "real you." Here are a few possible examples: Leadership, God's perfect will, Perfection—be the best!, Personal holiness, Success—climb to the top of the ladder, Money—"I'll never be poor again!," Power—manipulating others, Soul-winning, Recognition—your face on the cover of *Newsweek*, Ease, Sex, Security, World evangelism, Leisure, Things—"I want a Mercedes-Benz!"

Give some thought to the "password" concepts in your life. What really means the most to you? What is the ultimate motivation, that for which you would put off or even give up other things or people? *That* is your password!

Computer users may, if they wish, change the password—a procedure recommended in order to keep unauthorized persons from "breaking and entering." Can human beings, however, change their own private password? The answer is "Yes!" if Jesus is the Divine Programmer, and the indwelling Holy Spirit is daily applying the Word of God to your life. With your Saviour in control of the computer located between your ears, you can "bring into captivity every thought to the obedience of Christ." Even if nothing seems to be going right and the computer is "down," so to speak, you can pray with the psalmist, "Unite my heart to fear thy name," and "Renew a right spirit within me."

Where do you start with all this? Surrender to your blessed Lord. Read again Romans 12:1-2. Your body is a living sacrifice . . . not conformed to the world, but transformed, by the renewing of your mind!

Change the personal password . . . change your life . . . change your world!

**Robert A. Cook**  
*President*  
*National Religious Broadcasters*

# RELIGIOUS BROADCASTING

Vol. 18 No. 6

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# MEDIA WORLD

## Three Million South Africans Attend Prayer Service for Nation

PIETERSBURG, South Africa (NRB)—Police and army officials in Pietersburg, South Africa, estimated that approximately 3 million persons attended a prayer and fasting service here on March 29, the day before

ly murdered in Durban earlier that week. American religious broadcasters will remember that Mokoena spoke at NRB's Convention and Exposition in February.

Violence marked the day of prayer. According to a report from Richardson, 16 people were killed and 50 were hospitalized when a passenger train bringing people to the event was derailed near Pretoria. According to Richardson, railway officials

caster, who was heard on *Forward in Faith* until he left the denomination to advance his evangelistic preaching independently, serves NRB as a Board of Directors member.

While in South Africa, Richardson met with national leaders and taped several segments for a TV program called *Goin' Places* that will be carried on the PTL Television Network and 40 independent stations beginning in September. The 30-minute, weekly documentary show will examine the lives of Christians, some of them celebrities. Among the 44 segments already completed for *Goin' Places* is an interview with Jonas Savimbi, the rebel leader who lives in the jungles of Angola.



South African authorities estimated the crowd in Pietersburg reached three million. Shown are some of the people gathered for a pre-Easter prayer meeting for national renewal.

Easter. A precise attendance figure was said to be virtually impossible, but sources said the meeting was probably the largest religious gathering of modern times.

Evangelist Carl Richardson of Brandon, Florida, and Bishop B. E. Lekgwyane, leader of the 6 million-member Zion Christian Church of South Africa, were principal speakers for the three-and-a-half-hour rally. In a telephone interview after returning to Florida, Richardson compared the meeting to the 1980 "Washington For Jesus" meeting that united believers in prayer for national renewal.

Bishop Isaac Mokoena, who heads the 5 million-member Reformed Independent Churches of Africa, cancelled his participation in the program because he was conducting funeral services for his son-in-law on the same day. Mokoena's relative was reported-

described the train incident as "probably sabotage by terrorists." He also said there was no solid evidence to prove that the incident was the work of terrorists.

The prayer service was translated simultaneously into five languages and carried over giant speakers to the crowd that stretched for two miles. The speakers could be heard, Richardson said, because of natural acoustics of the huge open valley in which the meeting took place.

The South African Broadcasting Company (SABC) and the Christian Broadcasting Network of Virginia Beach, Virginia, taped portions of the event for subsequent news reports. Ben Kinchlow of CBN reported from the scene.

Richardson later told SABC that the day "was one of the most moving experiences of my life." The former Church of God broad-

## 100 Huntley Street Sponsors Display at Canada World's Fair

VANCOUVER, British Columbia (NRB)—100 Huntley Street's exhibit at Expo '86 may be the most ambitious undertaking by a religious organization in the history of Canada.

The Pavilion opened on May 2, along with the rest of the Expo exhibits, to welcome the 13 million visitors who are expected to visit Vancouver and the World's Fair in 1986. The Pavilion of Promise "will treat those visitors to an eye-dazzling display of high-tech special effects, music, live drama and film," according to a spokesman. Visitors are guided through the history of the earth, from creation to the ultimate return of Jesus Christ.

100 Huntley Street, the daily Christian television program sponsored by Crossroads Christian Communications, Inc., is well-known in Canada as a religious broadcaster. The program has featured "Salute to Canada," which was a month-long cross-Canada trek with a live broadcast of the program from a different Canadian city, each of six days. The programs were beamed across North America by satellite.

The Pavilion of Promise will be home to 100 Huntley Street telecasts during parts of the Expo '86 run.

The world's fair project has required years of development and construction. Expo '86 presents "an unparalleled opportunity to reach millions with the promises of God," said David Mainse, host of 100 Huntley Street and president of Crossroads Christian Communications, Inc. "Most of the people in today's world have very little  
(continued on page 8)



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*Beverly Atkins*  
Beverly Atkins  
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Rich Bott



Dick Bott

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

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## MEDIA WORLD



Workmen complete 100 Huntley Street's Pavilion of Promise at Canada's Expo '86. To symbolize peace, the building is designed as a dove with a 60-foot wingspan.

(continued from page 6)

interest in the things of God."

He added, "I believe that the Pavilion of Promise will make a difference in thousands and thousands of lives."

Mainse found encouragement for the venture in the experience of the great revival preacher, D. L. Moody, at the 1893 World's Fair in Chicago. Moody termed that fair "the opportunity of the century," and he capitalized on it to share the gospel of Jesus Christ.

The centerpiece of the Pavilion is a dramatic new musical production, "The Scroll," which was written by Bruce W. Stacey. This combines music, live drama, film, narration and state-of-the-art special effects.

"The Scroll" sweeps through history, revealing God's plan along with both the rebellion and the redemption of mankind. Visitors to the Pavilion will be "swept through the vast reaches" of space during "The Story of Creation," will walk in the footsteps of Christ and celebrate the joy of His resurrection during "The Life of Christ," and will discover "their personal place in that divine scheme" through "The Word of God."

The musical is narrated by British broadcaster Malcolm Muggeridge and arranged by American musician Paul Mickelson. Musicians featured include Barry Maguire, Scott Wesley Brown, Bob McBride, Karen Kelley, Pete Carlson and Bruce Stacey, as well as the National Philharmonic Orchestra and Choir of London, England.

The Pavilion architect is John Cunningham, who won international acclaim for design of the British Columbia Pavilion at Expo '70 in Osaka, Japan. The path through God's promise takes each visitor through several rooms, so that up to 600 visitors each hour can experience the message of "The Scroll."

Also included in the design is a 300-seat amphitheater where there will be live musical productions and where Mainse will tape interviews to be seen on 100 Huntley Street from May to October.

## Million-Watt Transmitter Project Announced by Trans World Radio

CHATHAM, N.J. (NRB)—Trans World Radio (TWR) announced in April that comprehensive negotiations in Monte Carlo have yielded an agreement to install an additional, one-million watt medium wave transmitter with a high-gain antenna system. When completed in two years, it will "significantly strengthen" reception of TWR's religious programming in much of Europe.

Alan Travers, vice-president of presidential ministries at TWR, said that the increased reception would be particularly evident in northern Germany. He said the engineering specifications and other technical details "are still in process." The agreement, hammered out last year and completed in November, was announced by TWR in their monthly news pamphlet "TWR Report."

Trans World Radio broadcasts the gospel via medium wave and shortwave from Monte Carlo in 36 languages to Europe, Western Russia, the Middle East and North Africa. The 1.2 million watt AM transmitters already in Monte Carlo, broadcast in 18 languages.

## Falwell Starts Move of Liberty TV Network to Virginia

LYNCHBURG, Va. (NRB)—Even before Jerry Falwell moves his newly-purchased  
(continued on page 36)

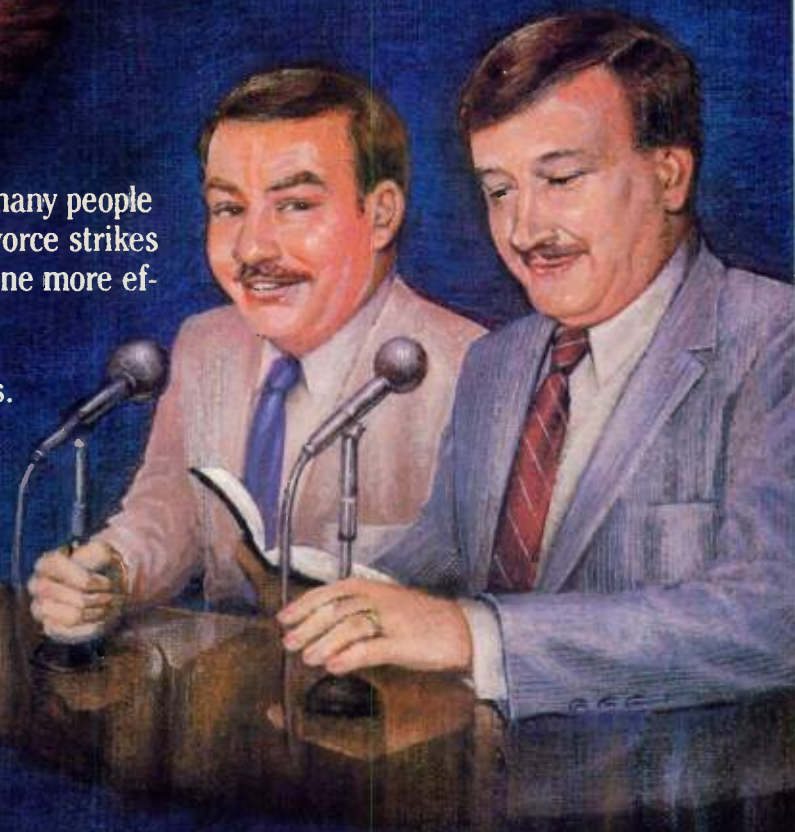


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# NRB NEWS

## Clarence W. Jones, Missionary Radio Pioneer, Dead at Age 85

LARGO, Fla. (NRB)—A distinguished pioneer in religious radio, Clarence W. Jones, died in his Largo, Florida, home on April 29. The cause of death was listed as heart failure.

Jones, together with Reuben E. Larson, pioneered missionary radio broadcasting on Christmas Day, 1931, in Quito, Ecuador. Transmitting gospel and cultural programs from a renovated sheep shed with a tiny 250-watt transmitter, radio station HCJB began "Heralding Christ Jesus' Blessings" when the country had only six radio receivers. Despite the station's humble beginnings, the founders named their organization World Radio Missionary Fellowship, Inc.

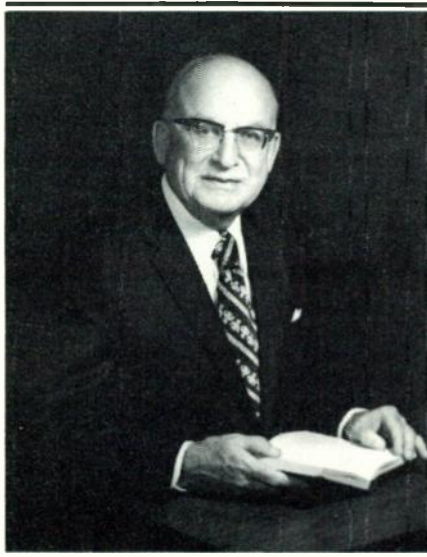
Today the mission's impact extends worldwide, broadcasting the gospel by shortwave in many languages and dialects with more than 1 million watts of broadcasting power. HCJB World Radio now has more than 300 missionaries and an even greater number of employees with offices in over 20 countries. The mission also cooperates with local television and radio ministries in Ecuador, Panama, Texas and Europe. In addition, the organization is involved in many health care and evangelistic ministries throughout Ecuador.

Jones served as president of the organization for 28 years from its founding to 1961. He officially retired in 1970, but continued to actively represent the mission throughout North America and Europe.

NRB leaders were unanimous in their appreciation for Jones and his impact on gospel media around the world. "The accomplishments, recognition and awards which have marked our brother's monumental ministry are an awesome testimony to the grace of God," said NRB president Robert A. Cook in a telegram to Jones' family. The impact of Jones' "dedicated life will continue to be felt until our Lord returns, and on through eternity," Cook added.

"Clarence Jones was a pioneer in international gospel broadcasting who played a leading role in the development of National Religious Broadcasters," said NRB executive director Ben Armstrong. "Not only a great leader, Jones was a legend in our time. His passing is a great loss to us all," the NRB leader said.

Since going on the air from Quito in 1931, Jones has been honored by NRB three times. He was the first recipient of the NRB Hall of Fame Award (1975), and recipient of the Milestone Award (1981) and an Award of Merit for excellence (1965). A co-founder



Missionary radio pioneer Clarence W. Jones died on April 29. He was an NRB award winner and a missionary statesman.

of NRB, Jones served until his death as a resource to NRB leaders.

Jones was pictured in an April 13 CBS-TV documentary on NRB and the history of religious broadcasting. He was shown as a musician in the 1930s with another gospel radio pioneer, Paul Rader of the Chicago Gospel Tabernacle.

A graduate of Moody Bible Institute in Chicago in 1921, Jones joined the staff of Rader's church where he served for several years as a gifted trombonist, radio announcer, youth worker and composer of many songs. During this time, Jones originated what today has become the international AWANA youth program. He married Katherine Ann Welty of Lima, Ohio, on August 2, 1924.

In 1949 he was awarded a Doctorate of Laws by John Brown University and was chosen MBI's Alumnus of the Year in 1957.

Born in Sherrard, Illinois, on December 15, 1900, he is survived by his wife Katherine of 61 years; three daughters, Marian Clark of Titusville, Florida, Marjorie Steffens of Largo and Nancy Sutherland

of Titusville; as well as 18 grandchildren and more than 20 great-grandchildren. His son Richard died in 1966.

Memorial services were held at Moody Keswick in St. Petersburg, Florida, on May 3 for family and friends. In addition, there was a service at HCJB World Radio Headquarters in Opa Locka, a suburb of Miami, on May 6. Memorial gifts received will go toward scholarships for radio and television students at Wheaton College, Wheaton, Illinois, an HCJB source said.

## NRB Western Convention Will Feature Gospel Media Expo '86

LOS ANGELES (NRB)—Officials of NRB's Western Chapter announced that the regional Convention and Exposition, being called NRB WEST '86, will open September 14 with a Sunday night tribute to one of gospel music's best-known families—the Pat Boones.

The meeting at the Los Angeles Airport Marriott was redesigned this year as a second national exhibition (see May 1986, page 18) and will conclude after a September 16 luncheon.

Ray Wilson, the chapter president, said he is inviting Pat and Shirley Boone, along with their four daughters. One daughter, Debby Boone, has gained as much attention in some circles from her singing as her father. Pat and Debby have sung at NRB national conventions.

The reception will express appreciation, Wilson said, for the contributions that the Boones have made to Christian music and to the advancement of Christian radio. Pat Boone has a radio program that has attracted national attention and advertisers like few other Christian radio programs. Bayer Aspirin, for example, has purchased spot time on Boone's weekly program.

A regional media exposition will open the same evening. Wilson expects 30 to 50 companies to purchase booth space, making NRB WEST '86 the largest NRB Expo outside of the international show each year in Washington, D.C. The convention's theme, "Gospel Media Expo '86," reflects the importance of the trade show to this year's Los Angeles meeting.

Other plenary sessions planned include a breakfast speech by David Mains, broad-

*(continued on page 12)*



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(continued from page 10)

caster on *Chapel of the Air*, and a live broadcast of *Ambassador Magazine* during the Monday luncheon. NRB Executive Committee member Al Sanders, who hosts the daily interview program, will broadcast live from a platform in the center of the banquet room, Wilson said. His guests have not yet been announced.

Wilson said an evening concert in cooperation with the Gospel Music Association is planned for the convention's second day. Christine Wyrzten will be one of several performers at that event.

The chapter has planned workshops that are expected to draw numerous attendees this year. The announced topics include seminars on satellite radio, growth and competition of Christian television, music, radio station promotion and information management systems for broadcasters.

Other topics presented will include innovative TV programming ideas, agency-client relations, local radio production techniques and radio time sales ideas.

Additional speakers and musicians will be announced soon, Wilson said.

## NRB Eastern Chapter Announces Schedule for Philadelphia Convention

PHILADELPHIA (NRB)—Leaders of the NRB Eastern Chapter announced in April that their next regional convention will center around a theme of "Communicating the Faith." The October 23-25 conference will be held for a second consecutive year at the Marriott Hotel in Philadelphia's airport.

A popular Christian author and lecturer, Anthony Campolo, will address attendees at a Friday breakfast meeting. He spoke to the Eastern Convention when it met in Parsippany, New Jersey in 1984. Dr. Campolo is chairman of the Sociology Department at Eastern College.

That evening and Saturday morning, Dr. E. Brandt Gustavson, the NRB Executive Committee member who took over last month as executive vice-president of Trans World Radio, will speak. He was vice-president of Moody Bible Institute in Chicago until May 1.

Other convention speakers will be Stuart McAlpine and Milton Grannum. James Sundquist, a classical guitarist and singer who was nominated for a Grammy Award in 1985, will be one of the performers participating in the Eastern convention.

Workshops are slated on "Good News About News," "Effective Women Broadcasters," "New and Minority Broadcasters

and Their Needs," and "Television: Maximum Exposure."

The controversial Philadelphia mayor, W. Wilson Goode, is being invited to address the Eastern convention for a second year, a chapter officer said.



Thos. F. Zimmerman is recovering after being hospitalized in India.

## Zimmerman Recovers After Near-Fatal Emergency in India

SPRINGFIELD, Mo. (NRB)—Thos. F. Zimmerman spoke briefly on May 1 to a graduation crowd at Central Bible College in Springfield. The general superintendent of the Assemblies of God denomination from 1960-85 was present to receive a Doctor of Laws degree, another in a long list of honors including NRB's Distinguished Service Award.

The unusual fact on everyone's mind that day was that less than a month earlier the evangelical leader, a founder and past president of NRB, was near death in a Bangalore, India, hospital.

Zimmerman, 74, was on the first stretch of a month-long preaching trip around the world when he was hospitalized April 2 in Bangalore. He suffered from bronchitis, ulcers, internal hemorrhaging and related medical complications, according to a denominational source in Springfield.

His condition was listed as "critical and near death." After almost two weeks there, Zimmerman, with his wife and daughter

who had flown to Bangalore, was returned to Springfield by way of a 42-hour, life-threatening flight. At a Springfield-area hospital the Christian leader received a heart pacemaker and returned home for rest in late April where he was said to be "recuperating well."

This summer Zimmerman will "resume a limited schedule of ministry," according to the denominational spokesperson. After India, he was scheduled to visit Malaysia and Singapore to preach and search for a site for the 1988 Pentecostal World Conference. Zimmerman chairs the Advisory Committee responsible for planning the convention.

Zimmerman also serves NRB today as an Executive Committee member and chairman of the Finance and Insurance Committee. He is president of the Lausanne Committee for World Evangelization in Charlotte, North Carolina.

## NRB Director and HNRB Chairman Visit Puerto Rico

SAN JUAN, Puerto Rico (NRB)—Ben Armstrong, executive director of NRB, met in April with the executive committee of the Asociacion de Comunicadores Cristianos (Association of Christian Broadcasters) in Puerto Rico. Jorge Dean Valentin Asensio is president of the association. William Lebron, executive director of Radio VIDA in San Juan, hosted Armstrong's April 24-28 visit to the Commonwealth.

Together with Jose Reyes, chairman of the NRB Hispanic Broadcasters Committee (HNRB), and 20 Hispanic broadcasters, Armstrong visited the Governor of Puerto Rico, Rafael Hernandez Colon. The group also visited the Mayor of San Juan, Baltasar Corrada del Rio, on the subject of religious broadcasting. The mayor said he would lead a delegation to NRB '87.

Mayor Corrada delivered a speech at the 1984 NRB Hispanic Banquet in Washington, D.C. San Juan, a city of about 1.5 million people, comprises about half of the total population of Puerto Rico, which according to Armstrong is the fastest-growing area in the United States for Christian radio. The Commonwealth has 13 stations, most started in the last five years, sending more gospel radio programming per capita through the air than anywhere else in the United States. On Saturday, Armstrong toured the headquarters of WIVV, the pioneer gospel station. Dr. Donald Luttrell is president and founder.

While in Puerto Rico, Armstrong presented the Asociacion de Comunicadores  
(continued on page 35)



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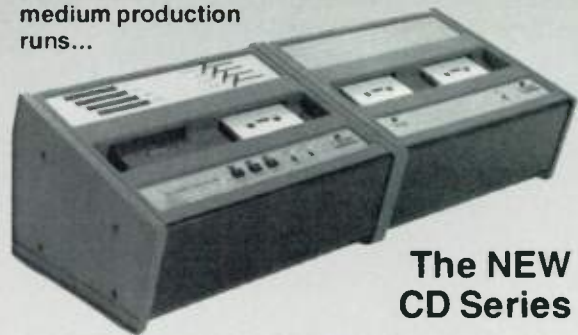
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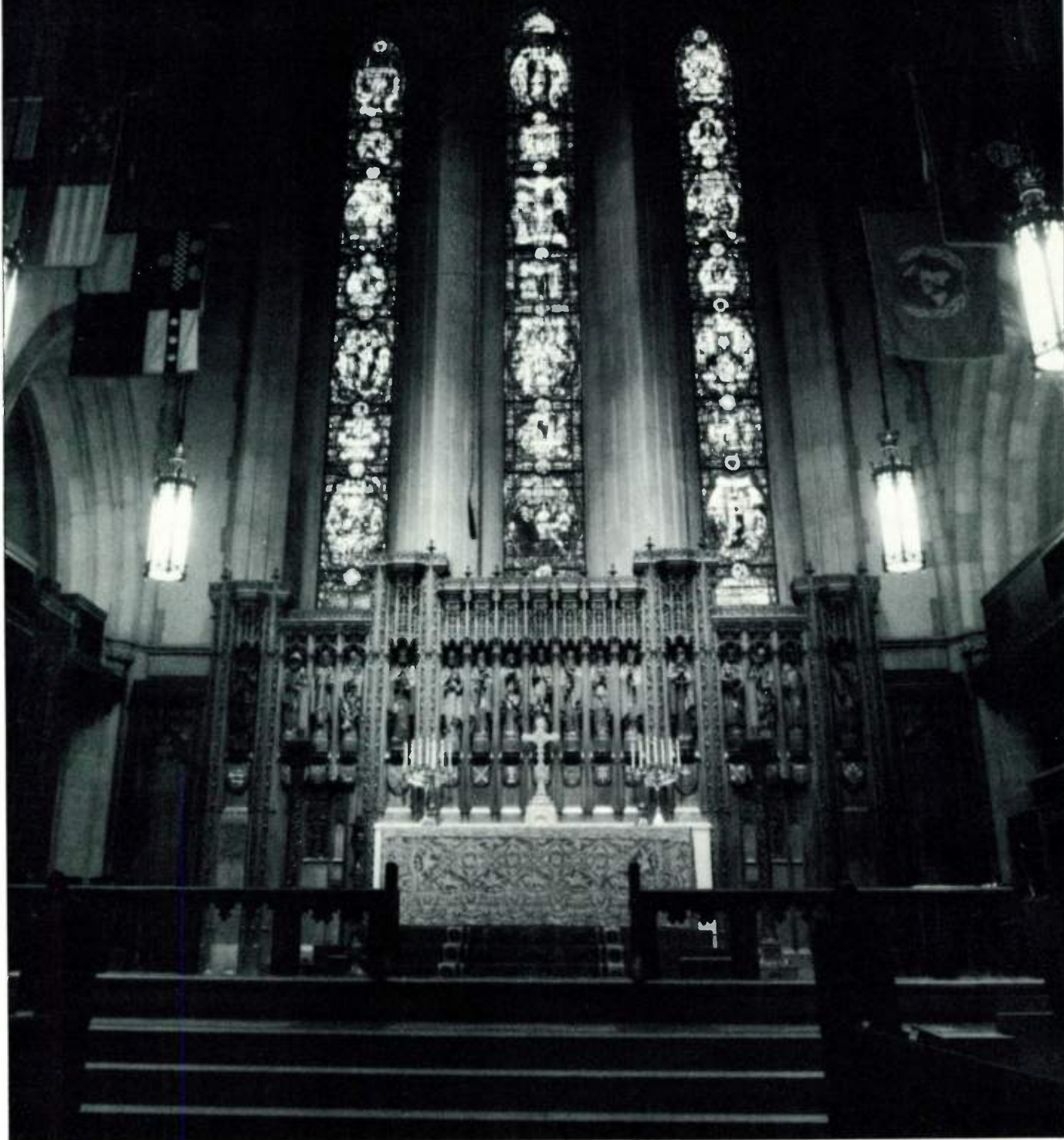
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# A Case in History

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# Christian Radio at 65





## by Tamara N. Browning

Calvary Episcopal Church in Pittsburgh, Pennsylvania, featured carols, hymns, prayer and a sermon on David's battle in the Wood of Ephraim for their New Year's service January 2, 1921.

The 7:45 p.m. service celebrated the coming of a new year, but it also ushered the church into a place in history. Calvary's worship service became the first broadcast over wireless telephone, better known today as "radio."

The church's service schedule announced: "The International Radio Company (Westinghouse) has installed wireless telephone receiving apparatus in the chancel, and tonight's music, sermon, and service will be flashed for a radius of more than a thousand miles through space! There will be special Christmas carols and Gounod's magnificent Credo by the choir. Mr. (Lewis B.) Whittemore will preach a New Year's sermon.

"Is it not wonderful to think that wireless receivers for hundreds of miles around us may hear tonight the incomparable service of the prayer book; the lovely carols of Christmas; the tremendous Nicene confession; and the spoken sermon's word of cheer for the New Year!"<sup>1</sup>

### Helping History Along

Wireless receivers captured the historic undertaking, thanks in part to the initiative of Calvary Vestryman Thomas R. Hartley and Rector, the Reverend Edwin J. van Etten. D. D. Hartley and van Etten enlisted the cooperation of Mr. H. P. Davis, vice-president of Westinghouse, for the broadcast. The historic service eventually aired over Westinghouse's KDKA/Pittsburgh, the nation's first radio station. KDKA made history November 2, 1920, by

broadcasting the Harding-Cox election returns; two months later it again made the annals of time by introducing religious broadcasting to the world.<sup>2</sup>

KDKA pioneered the union of religious programming and remote broadcasting. Broadcasting Calvary's service was an engineering feat that required pick-up wires extending from the church auditorium to the broadcasting studio, according to Gleason L. Archer in his book *Big Business and Radio*.<sup>3</sup>

"Station KDKA did not attempt to string special wires of its own ... they used the wires of the Pittsburgh &

grams that air on only one or two stations, or the newest stations that spring up around the United States each week.

Initial reaction to preaching by radio was mixed. Some saw radio as an opportunity to reach shut-ins and pastorless churches with worship services. Others expressed concern that radio was stealing people and money from congregations.

### Who's Right?

As eighth rector of Calvary, van Etten found that religious radio gave something valuable to shut-ins and the unchurched. A woman in a Massachusetts village 400 miles from Pittsburgh once wrote to him about hearing Calvary's program after 20 years of not hearing a full church service.

"My son had placed on my head the phones through which he said I would hear the service. I could scarcely believe my ears when the organ music and choir sounded distinctly," she wrote. "Then afterwards, the voice of the pastor thrilled me as few things have in the long, suffering years. I kept the phones on all through the service and at the end felt at peace with the world, 'the peace that passeth all understanding.'"<sup>6</sup>



This plaque was placed at Calvary Episcopal in 1923 by "the unseen congregation" of the church in recognition of the first church service in history to be heard over the radio.

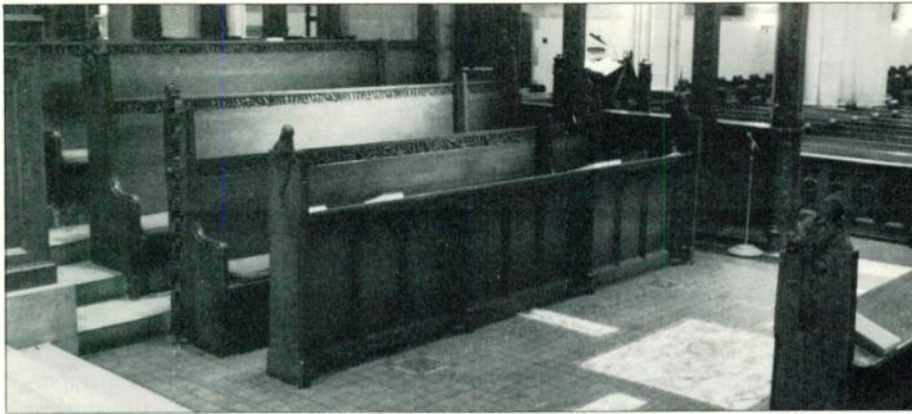
Allegheny Telephone Company," said Archer. "This practice was continued from week to week in connection with the broadcasting of these church services."

The February 4, 1922, issue of *The Literary Digest* accurately predicted that preaching by wireless was more than a passing fad.<sup>4</sup> That experiment conducted 65 years ago has given rise to hundreds of religious radio stations and programs. According to the latest figures reported to NRB, 1,134 radio stations program religion and 755 religious programs are being produced for radio.<sup>5</sup> These numbers, of course, do not include hundreds of pro-

grams that air on only one or two stations, or the newest stations that spring up around the United States each week. Religious radio reached not only shut-ins, but also pastorless churches. In 1923, *The Literary Digest* told of a church out West that used the services of a radio on the rostrum for Sunday morning worship, since they had no pastor or substitute clergyman.

"Soon the contraption on the rostrum prayed, sang, talked, and preached," the article said. "The sermon was said to be a good one. It was probably better than the little congregation was in the habit of hearing, for it was a poor church and had but little money."<sup>7</sup>

(continued on page 16)



Two Westinghouse engineers, one Jewish and the other Catholic, often sang along with the choir as they worked in the choir loft, pictured here.

(continued from page 15)

Calling country church services "pitiful and painful," a writer for *The Universalist Leader* rallied for the replacement of country churches by radio.<sup>8</sup> Even without that radical appeal, the big question for many was whether or not the "wireless telephone" meant the eventual death of rural and small-town churches.

*The Literary Digest* said in 1923 that people who had radio sets stayed home to listen to services broadcast from metropolitan churches. Contending that people staying at home did not contribute to the local church, the publication cited a case

where four members of a Long Island, New York, church refused to give anything because they had radio sets.<sup>9</sup>

### No Cause for Concern

However, some reasoned that people who listened to services instead of attending them would eventually be compelled to return to church through a spiritual commitment not to forsake assembling with other Christians.

"To hear the most eloquent of sermons and the most melodious of music 'in absentia' will not fulfill to any soul conscious of its spiritual needs the ministry of

the congregation of the house of God," said *The Literary Digest*.<sup>10</sup>

Even if the arrival of religious radio originated controversy concerning its merits, Pastor van Etten saw the unifying effect the innovation had on different religious faiths. During Calvary's worship service broadcasts, two Westinghouse engineers, one Jewish and one Irish Catholic, were present. The Jewish man, Leo Rosenberg, said that sometimes the two workers would sing along with the choir as they did their jobs.

Said van Etten, "As I think of their presence there, it seems to me that they symbolize the real universality of radio religion."<sup>11</sup>

An example for the world to follow emanated from Calvary Episcopal in 1921, and since then, religious radio has enjoyed enormous, uninterrupted growth.

Today, millions of people all over the world benefit from thousands of radio broadcasts everyday. The variety is overwhelming: talk shows, question-and-answer programs, music countdowns, Bible exposition, family living seminars. And satellite technology has replaced the cumbersome telephone wires used by Calvary Episcopal.

Through the foresight of a 131-year-old church in Pittsburgh, an audience of unlimited proportions can now hear the message that was established at Calvary nearly 2,000 years ago.

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<sup>1</sup> Calvary Church in Pittsburgh order of services "The Second Sunday After Christmas," January 2, 1921.

<sup>2</sup> *Centennial History, Calvary Episcopal Church, 1855-1955*, p. 41.

<sup>3</sup> (The American Historical Company, Inc.: New York), 1939, p. 20.

<sup>4</sup> "The Gospel by Wireless," p. 32.

<sup>5</sup> Ben Armstrong, ed., *The Directory of Religious Broadcasting* (NRB: Morristown, NJ), 1986, p. 8.

<sup>6</sup> Spencer Miller, Jr., *The Annals of the American Academy of Political and Social Science—Radio: The Fifth Estate*, "Radio and Religion," January 1935, pp. 135-136.

<sup>7</sup> "Is Radio Hurting the Church?" *The Literary Digest*, January 27, 1923, p. 35.

<sup>8</sup> "Religion by Radio," *The Literary Digest*, August 23, 1924, p. 31.

<sup>9</sup> *Is Radio*, p. 35.

<sup>10</sup> "The Gospel by Wireless," February 4, 1922, p. 32.

<sup>11</sup> "It Started Hear" promotional material of KDKA radio.

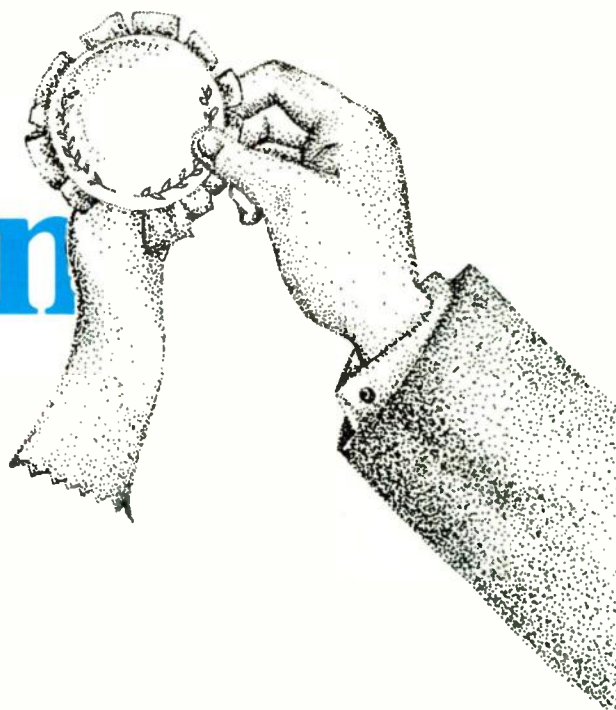


Tamara N. Browning, editor of *InsideNRB*, is assistant editor of *Religious Broadcasting* magazine.



by Gary Crossland

# Where Christian Radio Excels



**T**here are six superlative attributes that set Christian radio apart from any other.

**WOMEN.** Christian radio plays to the largest concentration of women among all radio formats. According to Arbitron, Fall 1985, here are the results:

fore, any advertiser wanting to target women ages 25-54 should include Christian radio in the mix, since it is here that greater concentrated quantities of this demographic can be reached.

**FORMAT SHARE TRENDS.** The Christian radio audience has grown since

percent of its audience and classical is down by 18.9 percent. The country music format since 1977 has grown at a slower rate of 32.1 percent.

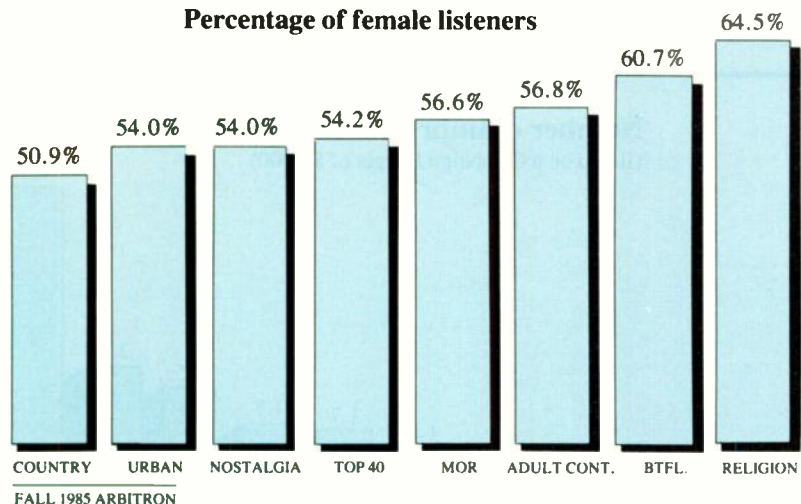
For comparison, let me state that some of the newer formats have experienced audience size changes lately. Since 1983, adult contemporary is up 36.6 percent, middle-of-the-road (MOR) is down 7.6 percent, and nostalgia is down 11.6 percent.

You might be interested in knowing that, according to the same audience reports (Duncan, *American Radio*, Fall 1985), album-oriented rock has increased its audience share since 1984 by 10.6 percent and that in the same period the Top 40 format has shown a decline of 6.4 percent.

We can conclude that the religious format is one of the only formats to demonstrate steady growth over the last nine years.

As you can see from these share trends, those formats which generally were losing their audiences played to *older* demographics. Those on the winning side generally played to *younger* audiences. Christian radio is established among those formats which are most popular among young adults. Anyone who thinks that

Percentage of female listeners



In our research, we found that whatever women in general typically buy, Christian radio women buy in abundance. There-

1977 by 84 percent. At the same time some of the older formats have lost ground. For example: beautiful music has lost 44.7

religious formats are still more popular among the older, immobile crowd should consider our study as evidence to the contrary.

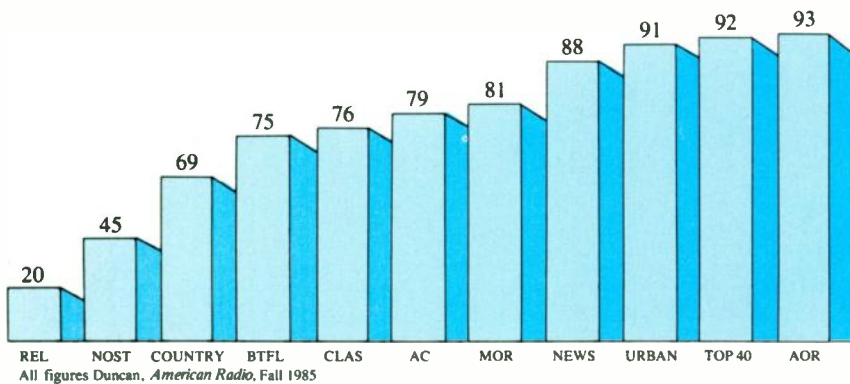
**COST-PER-SPOT.** To determine average cost-per-spot (60-second R.O.S.) by format we sampled every radio station, religious and secular, in the top 100 U.S. markets. In averaging our results we discovered, for the most part, that which we already knew; that Christian radio has the lowest cost-per-spot among all formats.

whose campaigns need frequency to survive. Repetition is proof in the advertising business. Higher frequency produces higher recall. Therefore, if a businessman needs frequency, he would do well to purchase, hypothetically, ten spots on a Christian station rather than one spot on a station with ten times the audience. It makes more sense to talk to 100 people with ten spots and pull five into the store, than to talk to 1,000 people with one spot and draw no one. In a price-and-item campaign, one

spend. The rule is, if you need frequency to sell your product or service, go where you can get it and don't worry so much about audience size. After all, underspending is worse than not spending at all. If you don't spend enough to do the job right, not only will you not build traffic, but you will still have to pay your radio bill. We have already established the fact that it is harder to underspend on Christian radio since it offers so much frequency for the money.

**HIGH ATTENTION MEDIUM.** I think radio is, for the most part, considered to be a background medium. There are only two formats that are generally at the forefront of people's attention whenever they are on: news/talk and Christian radio. Why is this? These two formats are tuned in not for the music style, not to create an environment or to set a mood as with other formats. They are listened to for the messages they convey. If a listener tunes in for messages, his mind is said to be in an "open for message mode." Now, radio spots are messages. They fit very well into that mode. If an advertiser places his spot on a station that has been selected by a listener to serve as a background medium, his spots are likewise condemned to the background. To put it another way, if the listener did not tune in a station in order to receive any messages, then all spots on that station will be noted by its listeners at best by accident. The best way to insure that a spot message will be noted is to place it either on news/talk or Christian radio, where listeners delib-

**Average cost-per-spot (60 second) in America's top 100 markets**



Again the difference between Christian radio and its secular counterparts is quite distinct. However, if a local Christian station has, in fact, a higher rate than the one shown above, all other formats in their market are generally higher in like proportion.

**FREQUENCY.** Once we know the spot rate, we can then calculate the amount of frequency that an advertiser can buy for his dollar. To figure it in this case, we took \$1,000 and divided it by each format's spot rate. This figure was then multiplied by the format's percentage of exclusive cumme (or, in other words, the percentage of each format's exclusive weekly audience [Duncan, *American Radio*, Fall 1985]). Again, the results were striking.

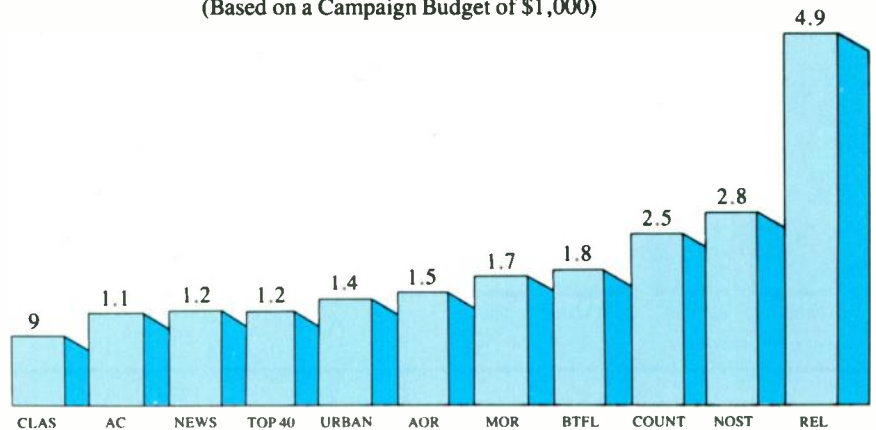
The message here is quite simple. When an advertiser spends \$1,000 on the average Christian station, the station's average listener will hear the spot 4.9 times. Here we have conclusively proven that, while spending less money on Christian radio, an advertiser actually will be buying greater frequency per listener.

This is extremely valuable data for those

impression per listener is not going to pull anyone.

It is unfortunate but true that most radio stations figure their rates not on frequency delivered, but audience size alone. One can spend thousands of dollars on the largest station in town and still under-

**Number of Impressions-Per-Listener**  
(Based on a Campaign Budget of \$1,000)





erately tune in for the message.

**PHILOSOPHICAL/EMOTIONAL LOYALTY.** Christian audiences seem to differ from other format audiences in another distinct way. Every other audience selects a certain format because it features a style which they prefer. Christian audiences will listen to a Christian station not just because it represents a sound which they *prefer*, but rather it represents what they *are*. For example, a listener to album rock does so because, quite simply, he *likes* it. A listener to Christian radio tunes in not just because it typifies that which he *likes*, but that which he *is*. No other format can make that claim. (Surely listeners to country radio do not listen because they *are* country. By the same token, Christian radio listeners *do* listen because they *are* Christian.) For this other format will transfer



loyalty between itself and its advertisers like Christian radio. Religious audiences are stuck on their format. The music is secondary. The message is primary.

Furthermore, religious radio is the only radio medium that, on the whole, represents that which most of its audience considers to be the most important thing in their lives. For example, beautiful music will rarely be *the most important thing* in the mind of its listeners. The same could be said of any other format except religious. Religion, in the minds of its listeners, is the most important value in their lives. Since this is true they will seek a radio format which exemplifies a similar set of values.

It is therefore understandable that this particular medium wields considerable power to persuade. It is a medium to which its listeners already bestow a considerable amount of trust, loyalty and affinity. These adorations will be likewise transferred in varying degrees to any advertiser on that format. Similarly, any such advertiser will always take on a wholesome, family-oriented and patriotic image.

All of this being true, we can say that Christian radio has firmly established itself as one of the most successful special

advertising media today. It has become the least expensive support advertising medium while at the same time offering the most frequency per listener. Since Christian radio, overall, is prone to assume a nonconforming profile, we have generally come to expect surprises like this whenever we run our math. In a business where advertisers generally get little more than what they pay for, it is fortunate that

there is a format that does not conform to this mundane pattern.



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



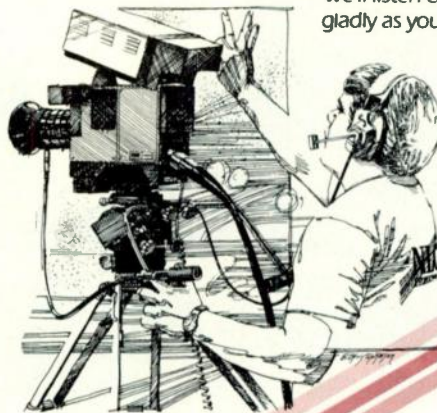
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## Creative Approaches to Radio Ministry

**S**triving for creativity in programming often is not a priority for the station manager or program producer who needs to complete daily responsibilities. Yet, as these three managers point out, creative programming is a must if Christian radio station operators hope to change lives in their communities.

*In notes taken from an NRB '86 workshop, Jon Hull (WCIE, Lakeland, Florida), Bob Powers (KCMS and KCIS, Seattle, Washington) and Joe Battaglia (WWDJ, New York Metropolitan Area) comment on what it means to be a part of a dynamic radio station in America today.*

*(continued on page 24)*

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## PROGRAMMING

(continued from page 21)

*Hull:* A two-line sentence in Terry Sheppard's article (Religious Broadcasting, February 1986) illustrated the perception of many religious broadcasters. Sheppard said, "Somehow we've managed the incredible. We have made Jesus seem dull." Now that's an indictment. But in many cases it's true!

The gospel of Jesus Christ is by no means dull. God has given us the creative means of taking a timeless message and delivering it to people in our own time. I don't know why it seems dull to people. Maybe we've gotten into ruts and we do things just out of habit. But I think one of the most creative forces in the world is God's Holy Spirit. If you and I as broadcasters can stay in touch with God's Spirit, we can then be creative.

WCIE is in an interesting market—Mickey Mouse's backyard! We have a responsibility of meeting a variety of people's needs, and we have to know who's listening to us at any given time in order to do that.

Being totally listener-supported, we have a yearly fundraiser, called a Share-a-Thon, and that is where we get the operating capital we need for the rest of the year. God has placed us in a unique situation; we don't have to ask for money for the rest of the year, and I don't say that to the credit of anyone but the Lord.

One listener wrote that she was impressed with how we could minister to thousands, yet reach each individual. That was a good statement of where gospel radio needs to be. That is creativity. We are, of

course, a broadcast medium—we minister to thousands—but we're responsible for meeting each of those individual needs. Here are some points our station tries to follow that you can try:

**Encourage your employees to get involved.** For creativity, we encourage our employees to read a lot, listen a lot and watch a lot. We like them to read all the newspapers, just to find out what's going on in the world around them. We also encourage them to watch TV and listen to secular radio stations. I really encourage them to listen critically, as broadcasters.

**Don't be afraid to make the listener look at himself.** A lot of stations stay away from this, and I cannot understand why. If you read the Scriptures, isn't that what Jesus did on almost every single page? He would give a parable, and you'd be concentrating on it, and all of a sudden it

would hit you: "Hey, wait a second; they're talking about me!" And so that's what we like to do; we like to encourage the listener to look at himself and see some things that maybe he needs to know.

**Get involved in your listeners' lives.** We have a prayer line open 24 hours, and all our announcers work that occasionally. It's a humbling experience to be working in an atmosphere filled with Christians, and to get the phone call from the guy who is being persecuted for his faith at work. It helps you stay in touch creatively and spiritually with what's going on.

**Get involved with the community.** The hallmark of every Christian radio station should be active involvement in what is going on in the community, because that's what Christ did. That is the commission he has given us, to make disciples of all nations. But we've got to start somewhere, and that somewhere is usually our own backyard.

We participate in community projects like blood drives. We also had a drive to send shoe boxes full of toiletries to Haiti. Our listeners got together and flew thousands of boxes down there. I think you and I as broadcasters are in a great position to be catalysts—we can be triggers—to help God's people do something about what's going on around them. There are desperate needs out there that you and I need to take care of.

**Don't be afraid to be controversial.** God has placed us in a position as

broadcasters where we need to be salt. For example, in Florida now they have schoolbased health clinics, which basically are similar to school clinics in that they provide bandages and aspirin. But they also pass out contraceptives. And they refer pregnant teenagers to abortion clinics. This can be done without the knowledge of a minor's parent. Here God has placed us, a 100,000 watt radio station, and he's dropped this bug in our ears. We got on the air and let God's people know about this. And that is all our responsibility.

### Addressing Responsibilities

*Powers:* Because Seattle is not on the way to somewhere, or an in-destination, we don't often find out what's going on in radio ministry across the country. We don't know about great programs. So we fumbled around and did some things on our own.

One of the things we did was research. What we were looking for when we did

our research was active involvement. We discovered that 90 percent of the Christian community and 98 percent of the general population do not currently listen to traditional Christian radio. I looked through the Arbitron ratings in our market and found that KCIS' audience was actually dying. I looked at Arbitrons all around the country and found that not more than one percent of the nation listens to Christian radio.

We found that 75 percent of the Christian community receive their news and information from the secular media. We weren't addressing the issue of news! We found out that the Christian community is ill-informed when it comes to political issues and how they pertain to their way of life. And we weren't addressing that; we weren't telling people what's going on in the political arena. We were not informing them of current events.

So we began to address those things at our radio station and came up with a format that we believe to be America's first and only news and Christian information station. We reshaped our programming. We offer a news block in the morning and the afternoon, and teaching ministry programs in the midday, with spacing between them so

listeners can reflect upon

what is being said. We also offer music—easy-listening and traditional hymn-style—at various times.

The result of what we've done in the last year and a half or so is that we have had an approximately 34-39 percent increase in our total audience.

Since we are a commercial radio station, we sell advertising time, although we are owned by a nonprofit organization. To enhance our image to advertisers, we designed a video. It cost \$16,000 and has paid for itself many times over in advertising revenue.

*Battaglia:* The New York area is quite a unique area; it has a varied ethnic mix, as you would well imagine. And much of what we try to do aims at determining exactly who is out there, at reaching an audience that is terribly difficult to research. One thing you notice when you walk around New York is the many needs that are there. We at the radio station have an obligation to develop programs which meet those needs. We also want to enable those who are doing something of worth for the community to tell the public about it.

One of our programs, called *Citihope*, is co-produced by Sharon Moore and her



husband, Paul, in New York. A year and a half ago I met with the Moores to explore the idea of reaching people over the radio who could help support those with pressing needs in New York City. A year ago, *Citihope* was born.

In this particular instance, the calls amounted to over \$30,000 worth of gifts, clothing and volunteer services.

Over Labor Day weekend in 1985, there was a tragic fire in Passaic, New Jersey. It burned down over 60 blocks in Passaic; that's quite a major fire. Three to four hundred families were left homeless. Paul and

PROGRAMMING

Sharon heard about this story, and the following day dedicated their whole program to helping those people. They spent the afternoon at the site of the fire interviewing various officials. They aired the interviews during the *Citihope* broadcast and informed our listeners of the burned-out families and the needs. The one-hour program raised over \$3,000 that night in cash, furniture and clothing.

The Moores often interview someone who is involved in an urban ministry but doesn't have the finances necessary to continue. After interviewing the person on the air, they open up the phone lines and people call and donate right away to that need. It's an immediate networking of needs.

In another program last year, a pastor from a Moravian church's outreach was interviewed. The ministry takes care of people with food, particularly on the days when it's cold in New York.

In this particular instance, the calls amounted to over \$30,000 worth of gifts, clothing and volunteer services. One of the phone callers was a superintendent of an apartment complex on Fifth Avenue. Twenty-four apartments were being renovated, and the man was calling to give away the appliances from every apartment building. These appliances were just what the ministry needed for use in a halfway house that was being established for rehabilitating street people.

Another example is a woman in the Bronx who opened her home for ten years to street people—she would just take them in off the street.

These are God's saints whom nobody ever knows about, but they do what God is calling them to do. They're not looking for rewards or anything. But as a basis for this type of ministry, in which we can use Christian radio, the Moores bring these people in and allow them to tell their story. I consider *Citihope* one of the most important programs we have on the air for doing what Jesus told us our mission would be. That was to help those people who are homeless, who are naked and hungry. In light of that, it really feels good for me as a manager to see the fruition of something that we've developed and to know that we are expressly doing what our Lord commanded us to do. We can use our resources, what God has entrusted to us, to get this kind of response.

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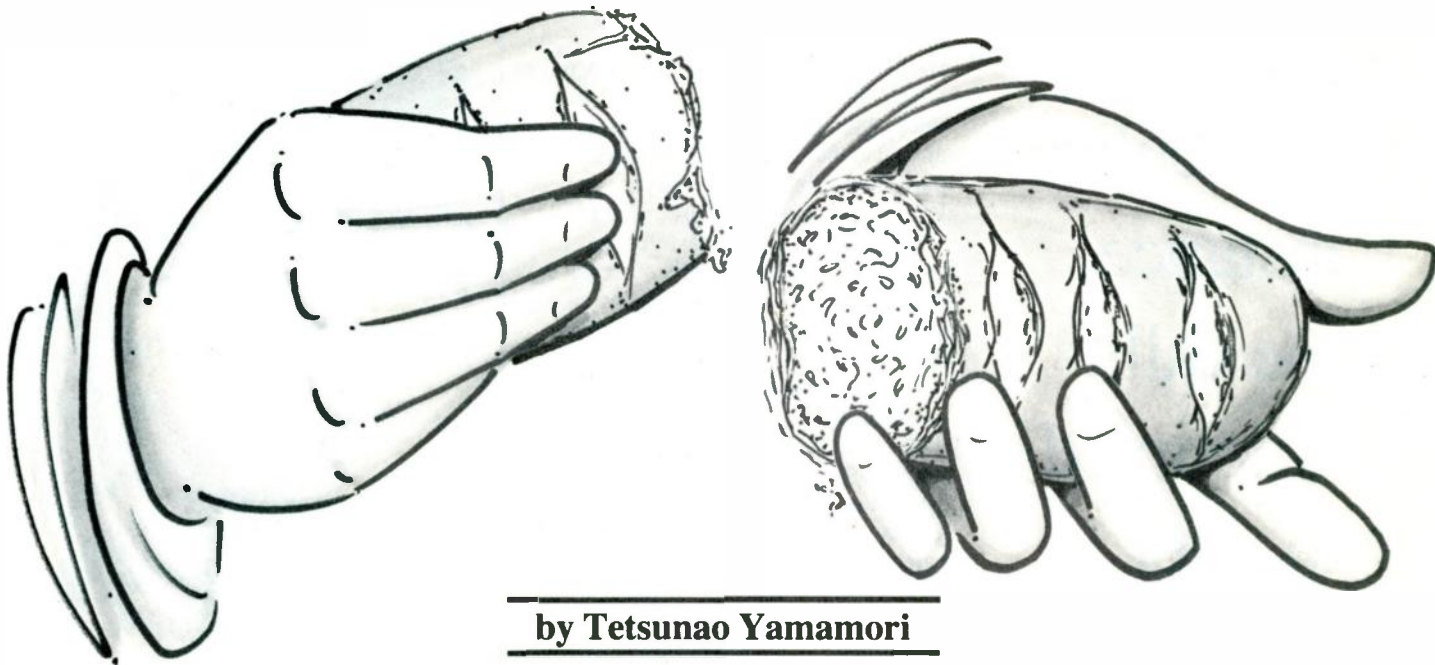
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# Reaching Behind Closed Doors

Radio broadcasters and development assistance ministries need to work together to reach people in closed-door countries



---

by Tetsunao Yamamori

---

*Today some 65 percent of the world's population are living in partly or fully restricted countries. Increasingly, nations and people groups are inaccessible to purely evangelistic missionaries. These "Missionary Off Limits" countries are a challenge demanding a close working relationship between radio broadcasters and development assistance ministries.*

**H**ow, then, can the Church of Jesus Christ expect to reach behind closed doors? One way may be the use of two types of specialized ministry that team up to penetrate closed countries with effective evangelism.

## **Working Together**

Radio broadcasts can cross the borders of a closed country. Development agencies, such as Food for the Hungry (Scottsdale, Arizona), often have a unique opportunity to work in the closed-door countries because people there are in dire need of the



assistance these agencies can provide. The physically and spiritually hungry of the world are often found in the same places, and radio broadcasters and development specialists hold a key for reaching these people together.

But how do an evangelical development agency and a radio broadcasting ministry team up to launch such an enterprise? At the very least, the following must be studied:

**Test the team's compatibility.** The development agency must judge its ministry inadequate if it provides only the physical food without the spiritual. Also, broadcasters must regard their ministry incomplete if it does not speak to the heartfelt needs of the listeners in a culturally appropriate way. Though functionally varied, the members of the team must share compatibility of purpose.

**Select a target group.** Within the boundaries of the closed countries are thousands of people groups with cultural, linguistic and ethnic diversities. Through research, the team should select several people groups, out of which one final group will be chosen as the target of the joint ministry. Each people group should meet the following criteria: comprise at least 100,000 people; be in genuine need of development assistance; and contain a Christward movement in a fairly large section of its population (perhaps two or three percent of the population). The physical needs of the chosen group should be such that the development agency be required to commit its ministry for 10 to 15 years. Here, meeting the physical need does not mean feeding people who are starving to death, but developing the ability of the area to grow two to five times as much food. The higher the receptivity of the group to the gospel, the better chance it will have to be selected for the experiment.

**Focus narrowly on the target group.** People listen attentively to broadcasters who speak to "felt needs" and relevant issues. The broadcast programs must be designed to keep in mind the target people and their unique socio-cultural backgrounds. Both the broadcasters and the development specialists must cooperate in identifying the segments of society which are the most receptive. Then the broadcasters must concentrate their efforts narrowly on them. The programming must reflect the lives of listeners as discerned by the development/ground personnel in constant touch with them.

The Christians among them may want to gather around the radio for worship for a

daily 15 to 20 minute service. For those who are yet to become Christians, the programs will be different. On occasion the development agency may provide transistor radios to groups in strategic locations.

This narrow focus on the target group incorporates into programming such things as life stories and happenings in the local communities, testimonies by new Christians, and problems faced and conquered by Christians.

**Use the indigenous (heart) language of the target people.** The broadcasting language must not be the general language of the province, but the specific language of the segment of the population whom we wish to reach. People use the "language of the heart" in communicating to their loved ones and friends and expressing their intimate thoughts—including matters related to their faith. To be effective, broadcasters *must* use the indigenous language of the people.

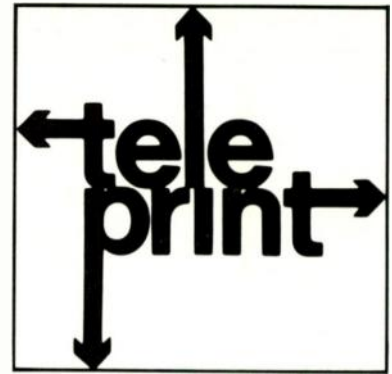
**Multiply Christ groups.** The development specialists, whether expatriate or national, must be well-trained to lead people to Christ in addition to having the necessary skills in development assistance. They must also be able to help organize Christ groups.

At the same time, the broadcast will not only teach listeners how to become followers of Christ but also how to form Christ groups by themselves among their friends and relatives.

One of the most critical issues in world evangelization today is reaching people in closed-door countries. Today about 25 percent of the world's people claim to be Christians, meaning the remaining 75 percent (3.5 out of 4.7 billion people) are non-Christians. Should the current ratio of Christians to non-Christians prevail, there will be 4.5 billion non-Christians in the year 2000 and 6 billion non-Christians by 2020. In view of those statistics, an experiment such as the one outlined is worthy of our most serious consideration.



Dr. Yamamori is president of Food for the Hungry.



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# MUSIC

## Grant, Harris, Patti Among Top Dove Award Winners

NASHVILLE, Tenn. (NRB)—Gospel Music '86 and the 17th Dove Awards presentation broke all existing records in registration and attendance, according to Gospel Music Association president Don Butler.

The five-day event, which registered 700 people, began April 6 and included daily seminars on industry, national gospel radio and church music. Also featured were showcases for new talent and nightly concerts. The concerts attracted 7,500 persons.

The Dove Awards ceremony, held on April 10 in the Tennessee Performing Arts Center and broadcast live by CBN, drew a capacity crowd of 2,200.

Winners of Dove Awards, in their respective categories, include:

**Gospel Song of the Year:** "Via Dolorosa," by Billy Sprague/Niles Borop

**Gospel Songwriter of the Year:** Gloria Gaither

**Male Vocalist of the Year:** Larnelle Harris

**Female Vocalist of the Year:** Sandi Patti

**Gospel Music Artist of the Year:** Amy Grant

**Gospel Music Album of the Year:**

**Contemporary - *Medals***, by Russ Taff

**Inspirational - *I've Just Seen Jesus***, by Larnelle Harris

**Traditional - *Excited***, by The Hemphills

**Contemporary Black - *Let My People Go***, by The Winans

**Traditional Black - *Celebration***, by Shirley Caesar

**Instrumental - *Regal Reign***, by Dino

**Worship and Praise - *I've Just Seen Jesus***, by William J. Gaither/Randy Vader

**Musical - *Come Celebrate Jesus***, by Neal Joseph/Don Marsh

**Children's - *Bullfrogs & Butterflies, Part II***, by Tony Salerno

**Design - *Unguarded***, by Mark Tucker (photography); Kent Hunter/Thomas Ryan (design)

**Secular - *No More Night***, by Glen Campbell

**Gospel Music Hall of Fame:** Urias LeFevre and John W. Peterson



The Gospel Music Association held its 17th Annual Dove Awards presentation on April 10 at the Tennessee Performing Arts Center. Featured in the opening number were (left to right): Sandi Patti, female vocalist of the year; Gary McSpadden; Gloria Gaither, songwriter of the year; Bill Gaither; and Larnelle Harris, male vocalist of the year.

### Best-Selling Christian Recordings

1. Morning Like This, by Sandi Patti (Word Records)
- (2) 2. Hymns Just for You, by Sandi Patti (Helvering Productions/Benson)
- (1) 3. Unguarded, by Amy Grant (Myrrh/Word)
- (3) 4. The Champion, by Carman (Myrrh/Word)
- (7) 5. Songs From the Heart, by Sandi Patti (Impact/Benson)
- (4) 6. Age to Age, by Amy Grant (Myrrh/Word)
- (8) 7. Straight Ahead, by Amy Grant (Myrrh/Word)
- (5) 8. Praise VIII, by the Maranatha Singers (Maranatha!Music/Word)
- (13) 9. More Than Wonderful, by Sandi Patti (Impact/Benson)
- (6) 10. Love Around the World, by Leon Patillo (Myrrh L.A./Word)
- (10) 11. Medals, by Russ Taff (Myrrh/Word)
- (9) 12. Instrument of Praise, by Phil Driscoll (Mighty Horn Records/Benson)
- (15) 13. He Holds the Keys, by Steve Green (Sparrow Records)
- (11) 14. The Michael W. Smith Project, by Michael W. Smith (Reunion/Word)
- (14) 15. Beat the System, by Petra (Star Song/Word)
- (18) 16. Commander Sozo & the Charge of the Light Brigade, by DeGarmo and Key (Power Discs/Benson)
17. The Kids' Praise Album V, by Maranatha (Maranatha!Music/Word)
18. Let the Wind Blow, by The Imperials (Myrrh/Word)
19. Sheep in Wolves' Clothing, by Mylon LeFevre & Broken Heart (Myrrh/Word)
20. Seven, by David Meece (Myrrh/Word)

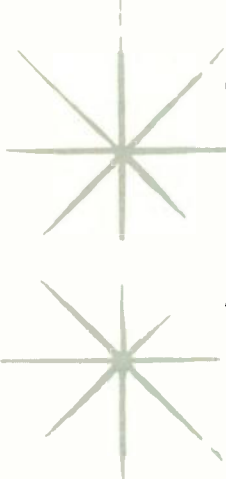
(parentheses indicate last month's position)

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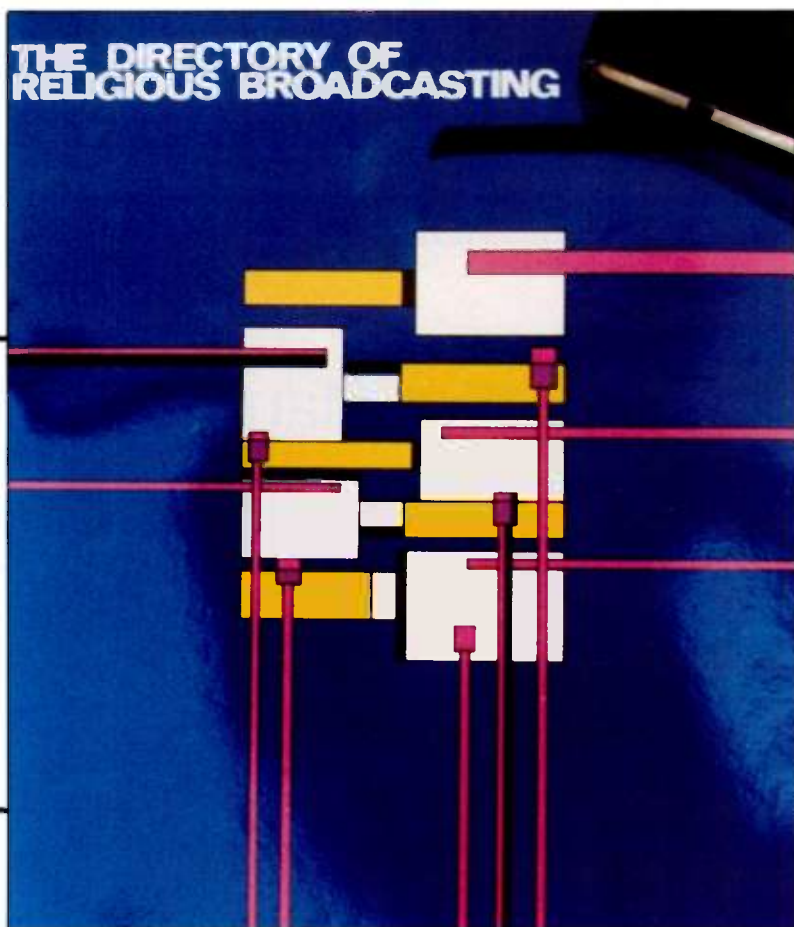
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**INTERNATIONAL RADIO  
AND SHORTWAVE**

**TELEVISION STATIONS**

**GROUP OWNERSHIPS**

**RADIO  
PROGRAM PRODUCERS**  
Alphabetical listing by name of producer

**TELEVISION AND FILM  
PROGRAM PRODUCERS  
AND DISTRIBUTORS**  
Alphabetical listing by name of producer

**INTERNATIONAL  
PROGRAM PRODUCERS**  
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Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
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CN 1926, Morristown, NJ 07960

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Christian and secular institutions  
offering broadcast courses

**RADIO PROGRAM INDEX**

**RADIO CALL LETTER INDEX**

**TV CALL LETTER INDEX**

**TELEVISION PROGRAM INDEX  
FILM INDEX**

**KEY PEOPLE  
IN PROGRAM PRODUCTION**



# BROADCASTERS



**Jerry Park**

The Israel Broadcasting Service has produced a video cassette entitled *The Heart of a Stranger*, which takes a look at Christian worship in Israel. The ¾-inch cassette is 14½ minutes long. Broadcasters interested in using the program can contact **Oded Ben-Haim** of the Consulate General of Israel, Philadelphia, Pennsylvania.

**Jerry Park** has been appointed executive vice-president and general manager of the Zondervan Music Sales Division. Park, who was vice-president of sales for the southern region prior to accepting the new position, is succeeded by **Mike Gay**.

**Peter Bayes**, home director of Far East Broadcasting Association Radio, will succeed **David Huntley** as station director in Seychelles in 1987. Huntley's tenure at FEBA from the Overseas Missionary Fellowship ends in January 1987.

*The Mini Bible College Survey Course*, a complete survey of the Bible on video cassettes, has been produced and distributed by Christian Duplications International. The course, taught by **Dick Woodward**, pastor of Williamsburg Community Chapel in Williamsburg, Virginia, consists of 180 28-minute programs. Five U.S. television stations and one foreign radio station currently air the course.



**Heather Whiteford**

**Ann Alhand** has been appointed marketing manager of B. B. Kirkbride Bible Company, Indianapolis, Indiana. One of Alhand's new duties is liaison director of trade and consumer advertising.

WHME-FM/South Bend (Indiana) appointed **Heather Whiteford** news director in February. Whiteford is a graduate of Houghton (New York) College with a B.A. degree in communications.

**Nelson Keener**, executive vice-president of Fellowship Communications, has been promoted to president. Fellowship Communications is the publishing arm of Prison Fellowship Ministries. Keener is also the project director of a television special, *America, You're Too Young to Die!*, due to air this year.

Four religious films produced by **World Wide Pictures** have been released to secular video stores throughout the United States. Included are *The Hiding Place*, *The Gospel Road*, *His Land* and *Shiokari Pass*. **Republic Pictures Home Video** is distributing the movies, marking the first time a major secular video distributor has acquired a religious film library.

Singer/songwriter **Bill Gaither** has become a partner in Jubilee Communications, Inc., the parent company of



*Scene In The Hiding Place*

Star Song Records and Publishing Group. Included in the arrangement is the merging of Star Song's publishing group with Ariose Music (owned by Gaither and trio member **Gary McSpadden**). As a result of the merger, the Bill Gaither Trio, formerly of Word, signed with the Star Song label.

**Star Song Records** has signed Christian rock group **Petra** to a multi-album recording contract. The company is also planning 1986 releases from **Farrell and Farrell**, **Morgan Cryar**, **Bob Bennett** and others.

**Diane Henderson** has joined Christian Communications, Inc. (CCI) in Glen Allen, Virginia, as a producer. She will be responsible for the production of a new weekly program, *Celebration of Praise*, and the supervision of all station productions. CCI leases and operates a cable channel in Richmond, Virginia.

A new, 30-minute, telephone talk program has begun airing daily on KXEG-AM/Phoenix. Hosted by local pastors, *Contact Arizona* is a spin-off of the nationally-syndicated *Contact America* broadcast. The program discusses political and social issues, according to **George Spicer**, general manager of the Mid-America Gospel Radio Network, which owns KXEG.



**Leslie Phillips**

**Amazing Grace Records** has developed a design for its record and tape labels to discourage listeners from making unauthorized copies. The labels carry the question: "Wouldn't making copies of this record violate the eighth commandment?" That commandment says "You shall not steal."

**Jim Burkhardt** was named general sales manager of WCFL-AM/Chicago. Prior to joining WCFL, Burkhardt was an account executive with WFYR-FM/Chicago.

*Contemporary Christian Magazine's* 1985 readers' poll, published in the April 1986 issue, found the three favorite live concert performances of its readers to be given by **Amy Grant**, **Petra** and **Stryper**. Favorite new talent included **Leslie Phillips**, **Bryan Duncan** and **Allies**.

**Paragon Advertising** has signed an agreement with **Hanna-Barbera Productions**, a division of the Taft Entertainment Company. Paragon will represent Hanna-Barbera's latest release, *The Greatest Adventure Stories From the Bible*, a home video series.

Senator **Paul Simon** (D.-Illinois), a guest at the NRB '86 Congressional Breakfast, was presented in March with the Wilson Award by Religion in American Life (RIAL). The

(continued on page 41)

# NEW PRODUCTS

## Polaroid Marketing Video Film Recorder

Polaroid Corporation is introducing an instant film recorder designed and developed jointly by Polaroid and Toshiba Corporations.

At the touch of a button, the recorder delivers high-quality instant color prints of slides from video images. The recorder features digital freeze field capture, advanced raster fill technology, color preview capability, NTSC signal acceptance and RGB computer input.

Polaroid is beginning distribution of the instant video film recorder through industrial video dealers in the United States.



For more information, contact Jeff Seideman, Polaroid Corporation, (617) 577-3796.

## Detuning System Series Announced by DTS

This new series of detuning systems has been designed for installation on standard

towers wherever detuning or sectionalization is required to control reradiation or efficiency.

DTS detuning systems may be used on towers of any height and at any AM broadcast frequency. No base insulator or sectionalizing insulators are required. The direct tower ground provides lightning protection for installed equipment.

The design of DTS detuning systems permits all tuning adjustments to be made from the ground, for all tower heights. The results may be monitored at test connectors using a standard AM field intensity meter. All adjustable detuning system components are mounted in a weathertight cabinet which attaches directly to the tower near its base.

Depending upon tower height and frequency, the system consists of from one to three folded unipole isolation units, each approximately 200 feet long. Each isolation unit is provided with individual tuning components, fold termination box, coaxial impedance transformer lines, current monitor loops and current sample cable. Complete assembly and adjustment instructions are provided.

For further information, contact DTS Detuning Systems, 210 West Fourth Street, P.O. Box 8026, Greenville, North Carolina 27834. Telephone (919) 757-0279.

## Audio Mixing Console Offered by Yamaha

The Yamaha International Corporation has unveiled the PM3000 professional audio mixing console.

The console, available in three configurations of 24, 32 or 40 input channels, incorporates a 5-position attenuation pad switch and gain control; eight voltage controlled amplifier (VCA) groups; eight group mixing busses and eight auxiliary mixing busses; discrete stereo bus; an 11 x 8 mix matrix configuration; eight master mute groups; and cue and solo capabilities.

All of the conventional auxiliary and group busses may be operated independently. Additionally, 26 audio mixes are available by re-setting the convenient mix matrix internal preset switches.

The PM3000 inputs are differentially balanced, equipped with a 5-position atten-

uation pad and a continuously variable gain trim control. Each input channel includes a four-band parametric equalizer with an EQ in/out switch. The 12dB/octave high pass filter on each input channel has its own in/out switch, and its -3dB cutoff frequency has a wide sweep (from 20Hz to 400 Hz).

The PM3000 includes cue/solo switches on every input channel, and a cue switch on every master auxiliary send, group outputs, stereo master outputs and the auxiliary returns.

For more information, contact Yamaha International Corporation, Professional Products Division, P.O. Box 6600, Buena Park, California 90622.

## Nady Systems Retails Wireless Microphone

The Nady 49 VR wireless microphone system for video cameras and camcorders consists of a wireless microphone/transmitter (available in both hand-held or lavalier styles) and a miniature receiver. The microphone is placed near the desired sound source, and the receiver plugs into the camera audio-in jack and clips to the user's belt. The system has an effective operating range of 100 feet.



Suggested retail for the system with bodypack is \$159.95. Suggested retail for the system with hand-held microphone/transmitter is \$199.95.

For further information, contact Nady Systems, Inc., 1145 65th Street, Oakland, California 94608. Telephone (415) 652-2411, Royce Krilanovich.



### Audio Switcher Retailed By Conex Electro-Systems

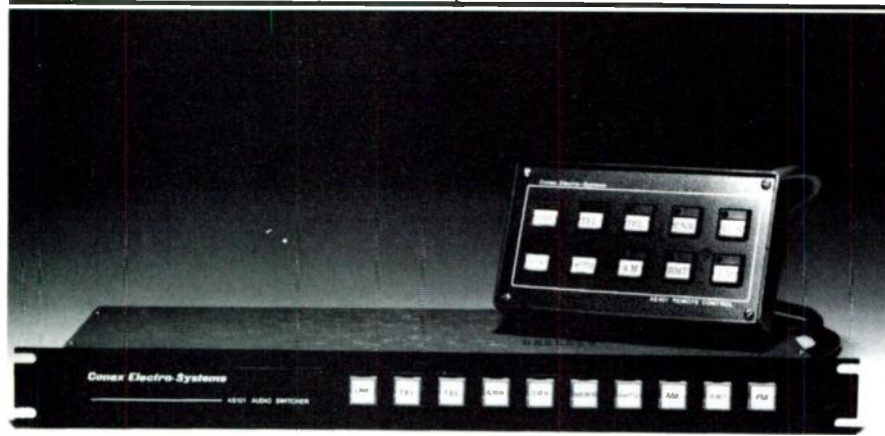
Conex Electro-Systems, Inc. has introduced the AS-101 Audio Switcher.

Features on the AS-101 include program line source selection from multiple studios, recorder input selection, DJ live-assist, newsroom control operation and general audio routing applications.

A compact rack-mount auxiliary package houses an RS-232/422 interface, a relay

level signal sources. The system's outputs are isolated and transformer-balanced for use with 25 volt, 70 volt or 4 ohm speaker system.

Other features include self-protection circuitry, AC/DC operation, bass and treble tone controls, remote volume control, muting function and signal processing input/output. Contact Toa for technical specifications at 480 Carlton Court, So. San Francisco, California 94080. Telephone (415) 588-2538.



board, and a system board allowing the AS-101 to be transformed into a simple automation system when interfaced with a PC. Two audio switchers may be connected to provide 20 stereo inputs switchable to one stereo output.

Input/output level controls are easily accessible from the front panel. All inputs can be individually switched for 10K bridging of 600 ohm loads. Solid state design makes distortion less than .01% THD and noise at -80dB. The AS-101 provides audio gain of 10dB available throughout the system. For more information, contact Conex Electro-Systems, 1602 Carolina St., P.O. Box 1342, Bellingham, Washington 98227. Telephone (206) 734-4323.

### Mixer/Power Amplifiers Marketed by Toa

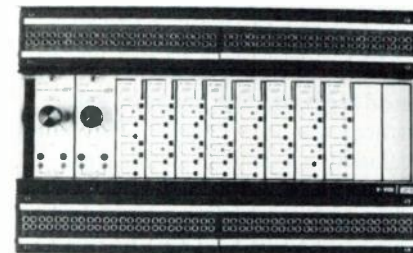
Toa Electronics has begun a new, economical line of mixer/power amplifiers designed for paging and music reinforcement. The 500 Series is suited for smaller commercial and industrial facilities.

The 500 Series (Models A-503, A-506 and A-512) is available in 30-, 60-, and 120-watt power configurations. These all-in-one "tabletop" units provide four microphone inputs, a magnetic phono input, and three auxiliary inputs for cassette decks, radio tuners, CD players, chimes and other high-

### BSI Unveils Stereo Audio Distribution System

Broadcast Systems, Inc. has developed the BJ-800 Stereo Audio Distribution System consisting of eight high-quality stereo audio distribution amplifiers prewired through two audio jack panels.

All inputs and outputs of distribution amplifiers are normalled through jack panels. The user can connect input and output circuits to solderless barrier strips on rear panel. The system occupies only 10.5 inches of rack space and is designed to allow



easy conversion to stereo using existing patch bay rack space.

For more information, contact Elaine Walker, media director, Broadcast Systems, Inc., 8222 Jamestown Dr., Austin, Texas 78758. Telephone (512) 836-6011.

# Pro-Life Perspective

a five-minute daily commentary featuring one of America's pioneering pro-life leaders

John C. Willke, MD



#### Question:

What was 1985's most important and popular new short feature program?

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Since its release on January 7, 1985, PRO-LIFE PERSPECTIVE® has been syndicated on nearly 200 radio stations nationwide.



Each day Dr. John C. Willke, President of the National Right to Life Committee in Washington, D.C., has been offering timely and insightful commentaries on today's most challenging human life issues like abortion, infanticide and euthanasia. And each day listeners have been responding to PRO-LIFE PERSPECTIVE® with their letters of thanks as well as requests for more information to help them effectively deal with these important subjects.

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# WASHINGTON

## Elimination of Unnecessary Broadcast Regulation

by Richard E. Wiley

**C**onsistent with its deregulation objectives, the Federal Communications Commission has determined to eliminate "underbrush" regulation—rules and policies that are no longer necessary and/or are duplicative of other regulatory schemes. As a result, the Commission recently ordered the deletion of three policies concerned with broadcast practices.\* The deleted policies relate to: (1) fraudulent billing; (2) network clipping; and (3) combination advertising rates and joint sales practices.

In repealing the rules, the Commission noted that these policies have little impact upon the public and that their repeal will give broadcasters greater flexibility to conduct their business. It further noted that there are adequate remedies already available in other legal forums which are more appropriate for resolving these essentially private disputes.

### Fraudulent Billing

The Commission deleted its rule against fraudulent billing (*i.e.*, furnishing false information concerning broadcast advertising) because it believes that remedies already exist which are more appropriate for redressing such frauds. The Commission noted that "the business affected is in the best position to identify or detect the fraud, and has a number of avenues for redress and protection, both civil and criminal."

For example, actions may be brought under the Federal Mail Fraud Statute or the Federal Trade Commission's Unfair Competition and Deceptive Advertising

Rule by the injured party or the government. Consequently, there is no need for the FCC to use its limited resources to police licensees' billing practices.

### Network Clipping

The Commission also deleted its rule concerning network clipping practices, ruling that the effects on viewers and listeners were *de minimis*. Networks and advertisers have strong incentives to prevent radio and television stations from substituting other material from network or syndicated programming since their practices violate the contractual agreements between the parties. The Commission also noted that licensees risk imposition of forfeitures or other sanctions if they clip material at the end of programs containing the sponsorship identification required by Section 317 of the Act and Section 73.1212 of the Commission's Rules.

Additional deterrents to clipping include state and federal laws concerning fraud, racketeering and fair trade. The Commission noted that monitoring services are also available which allow parties to determine whether their material is being broadcast as contracted.

### Combination Advertising Rates And Joint Sales Practices

The FCC's policy against combination advertising rates and joint sales practices was also repealed. This policy precluded independent stations and commonly-owned TV and radio stations serving the same area from offering a single rate to purchase time on two or more participating broadcast stations, often for a substantial discount. The Commission concluded that the prohibition was premised upon only a "potential" for abuse, rather than actual an-

titrust violations, and that this was not an appropriate basis for regulation. Additionally, since the policies regarding combination sales were inconsistent with the antitrust laws, it was "inappropriate" for the FCC to impose such restraints. Elimination of the policies would allow the marketplace to function freely. Further, any aggrieved party could pursue private and federal antitrust remedies or obtain advisory opinions and assistance from the Department of Justice or Federal Trade Commission.

Last, the Commission addressed the "character" qualifications of licensees who engage in these fraudulent or anticompetitive practices.

Although the FCC will no longer directly monitor or attempt to control such practices, in the future it will examine misconduct in these areas when a licensee is found to have committed fraud before another governmental agency, or been convicted under a criminal fraud, felony, antitrust or anticompetitive statute.

Repeal of these three rules does not mean that the Commission is condoning these practices. Rather, the FCC has determined to focus its limited resources on more significant matters where its expertise is critical and will have a noticeable effect.

The Commission stated that it would monitor future developments to ascertain whether marketplace forces were effectively deterring these practices.

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Mr. Wiley, a former chairman of the Federal Communications Commission, is a partner in the Washington law firm of Wiley & Rein.

\* Elimination of Unnecessary Broadcast Regulation, Second Report and Order, FCC 86-111 (released March 31, 1986).



(continued from page 12)

Cristianos with suggestions that include the possibility of starting a regional chapter there. Puerto Rico's geographical distinctiveness and USA status would qualify the island for chapter association, enabling greater representation in NRB.

On Sunday, April 27, Armstrong spoke at the Carolina Baptist Church, Puerto Rico's largest Protestant congregation, and at a Christian and Missionary Alliance church. His visit was reported by articles in two of the island's primary newspapers, *El Mundo* and *The San Juan Star* and on the radio news service of UPI.

### Ziglar, Robison and LaHaye Will Speak At NRB Southwestern

IRVING, Tex. (NRB)—When Christian broadcasters gather at the Holiday Inn Holidome in this Dallas-Fort Worth suburb for three days in October, NRB chapter officials say they will be ready with one of the best convention programs in their history.

The Convention and Exposition will open on Monday, October 20, with a talk by Zig Ziglar, a motivational speaker and author from Dallas. A luncheon address by Richard Kiel, who is better known for his acting role as the steel-toothed villain "Jaws" of James Bond movies, will follow the same day.

Convention planners say they will introduce a Texas favorite to the convention on Monday night this year—barbecue. Two Christian radio psychiatrists, Frank Minirth and Paul Meier, will speak to attendees the same evening.

Tim LaHaye, the conservative author who started American Coalition for Traditional Values (ACTV), will speak at the chapter's Congressional Breakfast the next morning. Constance Cumbey and Zola Leavitt will complete the convention's second day with speeches.

Radio broadcaster Bob Larson and evangelist James Robison, who addressed an FCC Luncheon at the NRB national convention in 1983, will highlight the regional meeting's final day.

Music will be provided this year by Big John Hall, Roger McDuff, Anna Jeanne Price, Vernard Johnson and others.

The convention planners have scheduled workshops on radio and television production techniques, satellite technology, sales ideas, print media, cable television and stress and burnout for broadcasters.

A workshop seminar will be presented this year by officials of the Arbitron Ratings Company.

The Texas convention is expected to draw at least 25 companies to a Media Expo, said a chapter leader. Chapter president Jack Rabito is general manager of KWJS/Fort Worth.

## 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

### Western

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

### 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

### Southcentral

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

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**AM Stereo and TV Stereo—New Sound Dimensions**, 192 pp., 103 illus., Paperback

#1932 **\$12.95**

From author F. Alton Everest, a well-known consulting engineer in acoustic design—

**Acoustic Techniques for Home & Studio**, 352 pp., 271 illus., Paperback

#1696 **\$15.95**

From authors Hubatka, Hull & Sanders—Discover postproduction techniques and equipment you can use to enhance sound tracks at the lowest possible price—

**Audio Sweetening for Film and TV**, 288 pp., 100 illus., Hardcover only

#1994 **\$30.00**



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## MEDIA WORLD

(continued from page 8)

television network to Lynchburg, a summer-long project that begins in June, some programming changes are evident on the former National Christian Network (NCN). Other projects are still in the planning stages.

The Cocoa, Florida-based TV network was purchased in December by Falwell's organization. At that time his assistants announced plans to be on the air with eight hours of new programming a week beginning in March or April. The latest target for production of original programming has been rescheduled for September or October, according to Duane Ward, executive vice-president of Liberty Broadcasting Network (LBN), which is NCN's new name.

Half a dozen popular religious telecasters were added to the network in April, including outgoing Southern Baptist president Charles Stanley, who preaches on *In Touch*; D. James Kennedy, a popular Presbyterian expositor and broadcaster from Fort Lauderdale; Richard DeHaan and his *Day of Discovery* telecast from Grand Rapids; and Tim LaHaye, the activist-author whose American Coalition for Traditional Values is based in Washington, D.C.

Except for certain Saturday morning time slots, the programs were added without dropping any other programs, Ward said, because some of NCN's shows aired more than once a day. Some Saturday programs were eliminated to make room for children's programming that is produced by several Christian TV stations around the nation. Ward did not name the dropped programs.

Liberty Broadcasting officials are still planning a daily "flagship" program for Falwell. The 90-minute format which airs Monday through Friday has been expanded, according to Ward, to two hours, and the broadcast interviews and discussion with a variety of guests and issues will be live via satellite. Some music and telephone calls will be included in the program, which is targeted for starting in September or October.

The daily program plans will not cause dramatic change in Falwell's other programs, *The Old Time Gospel Hour* and *Jerry Falwell Live*, which are carried via cable on Ted Turner's WTBS "superstation." Falwell, however, is considering changing the latter program to *Jerry Falwell Presents*, Ward said.

Ward did not say how Falwell will be able to maintain a daily TV schedule and continue his extensive travels on behalf of the Liberty Federation and other conservative causes. No plans for a co-host have been announced as yet. Falwell announced formation of the Liberty Federation lobbying group, which encompasses the Moral Majority and Liberty Alliance, on January 3.

According to Ward, Liberty Broadcasting is available to 5 million homes. He said 3 million of the homes are equally split be-

tween cable subscribers and viewers of independent TV stations that carry a portion of the 24-hour-a-day programming. The other 2 million TV households, Ward said, can access LBN on backyard receiving dishes.

According to Ward, "an intense marketing plan" for Liberty Broadcasting will commence in the fall with a goal of reaching 10 million TV households in two years. Details on the marketing plan were not announced.

Students of communications and broadcasting at Liberty University will be involved in various aspects of program production when the network completes its move to Lynchburg, Ward commented. The university has an active chapter of Intercollegiate Religious Broadcasters (IRB), the student division of NRB.

## CBN Will Sell Independent Stations In Three Cities

VIRGINIA BEACH, Va. (NRB)—Officials of the Christian Broadcasting Network have decided that the time has come to sell their three remaining independent television stations.

CBN has retained Communications Equity Associates, a Tampa, Florida-based firm, as its investment banker in connection with the proposed sale of WXNE-TV 25/Boston, KXTX-TV 39/Dallas and WYAH-TV 27/Norfolk (Virginia). The announcement was made to the press by CEA's chairman J. Patrick Michaels, Jr.

"CBN currently reaches 35 percent of the television households in the U.S. via its cable network, as compared to five percent through its owned television stations," Michaels said. "CBN's logical direction should be in maximizing its cable network and its tremendous production facilities through the development of original programming," he added.

Michaels also said that "record values" are being paid for television stations sold today and that "it may be the ideal time to redirect" CBN's money into increased original programming. The same statement said CBN "also wishes to move more aggressively into international (broadcast) outreaches, and this (sale of stations) will enable it to develop continued programming to fulfill its mission worldwide."

One of the three stations, WYAH-TV in Norfolk, has played an important part in CBN's history. The founder, M. G. (Pat) Robertson, who is now a likely candidate for the Republican presidential nomination, started the giant broadcasting company with a \$70 investment in the defunct station in 1961, just six years after completing a law degree at Yale University. That investment has grown into CBN, which does business today in more than 60 nations and had a 1985 income of \$233 million.



## Largest Ever Southern Baptist Convention Set for Atlanta

ATLANTA, Ga. (NRB)—“Love never fails,” a scripture reference from I Corinthians 13:8, will be the theme of the 1986 annual meeting of the Southern Baptist Convention, scheduled for June 10-12 in the Georgia World Congress Center in Atlanta.

The Atlanta convention will be televised for the second consecutive year with live, gavel-to-gavel coverage by the Baptist Telecommunication Network (BTN).

Joe Denney, manager of the telecommunications department at the Sunday School Board, urged all BTN subscribers, churches, Baptist associations, Baptist state conventions and SBC agencies to open their facilities and encourage people in the area to watch the annual convention.

The convention will be broadcast on the Spacenet I satellite, Channel 21. Satellite-receiving systems still are available at no charge to churches interested in signing a five-year subscription agreement to BTN, Denney said.

There are almost 800 subscribers to BTN. Viewers last year added an estimated 50 percent to the number of persons who were able to see the Southern Baptist Convention.

Coverage of the convention will begin on Tuesday morning, June 10 and will conclude on Thursday, June 12. All of the transmission will be unscrambled so churches and individuals can view the proceedings if they have a satellite receiving dish.

Anchors for the coverage will be Gomer Lesch, SBC *NewScene* anchor and senior BTN consultant at the Southern Baptist Sunday School Board, and Dick McCartney, editor of the *Baptist Messenger*, the news-journal of the Baptist General Convention of Oklahoma.

*NewScene* updates, to be offered throughout the week, will provide a capsule look at the events which have occurred most recently and provide insights into potentially significant events during upcoming sessions.

Fred Wolfe, chairman of the 1986 SBC Order of Business Committee which plans the annual meeting, estimated there will be more than 50,000 local church messengers at the convention, topping the record 45,519 registered in Dallas. Prior to Dallas, the record was set in 1978 in Atlanta when 22,872 people registered.

“I believe we can handle 50,000,” Wolfe said, “although it will push us. Some predict we may have 60,000, but if we reach that it will really surprise me.”

The election of a president has, in the past, attracted significant media attention, and indications are that this year it will do the same. Former SBC president Adrian Rogers, a Christian broadcaster, said April 2 he is willing to be nominated again as president of the nation’s largest Protestant

denomination.

Winfred Moore, first vice-president of the SBC and pastor of First Baptist Church of Amarillo, Texas, would not state he is willing to be nominated as convention president when the SBC meets, but said, “As far as I know, I’ve never run out on a friend or a cause I believe in.” Moore, who broadcasts in Amarillo, has announced a four-point “peace plan” calling for “fairness” in the denomination.

Said Fred Wolfe, “Our hope is that love will be the prevailing atmosphere of our convention. We do have honest differences. But with the convention theme we are saying we can walk together in love.”

The current SBC president, Pastor Charles Stanley of First Baptist Church of Atlanta, is not eligible under the denomination’s rules to run for a third one-year term in succession. Stanley, who broadcasts nationally on *In Touch* and serves NRB as a Board of Directors member, will preside at the annual session this month.

## Philippine President Seeks Donations for Destroyed Radio Station

MANILA, The Philippines (NRB)—Philippine President Corazon Aquino has appealed to the public to make donations toward repair of the transmitters of a church radio station that played a role in the downfall of Ferdinand Marcos.

In a daylong telethon on the government TV station, Aquino and other national leaders called on their people to pledge 50 million pesos (about \$2.3 million) to repair Radio Veritas. The radio station, operated by the Roman Catholic Church, was damaged by Marcos supporters during the final days of his presidency.

Radio Veritas broadcast messages from Defense Minister Juan Ponce Enrile and Gen. Fidel V. Ramos during the revolt against Marcos, as well as appeals from Aquino and the Archbishop of Manila, Jaime Cardinal Sin. The messages encouraged people to mass in the streets.

“The voice of truth can no longer be heard in the Philippines,” said Aquino. “More than this, the only Catholic voice in Asia has been silenced.”

Cardinal Sin added, “The rebellion was not just a manifestation of ‘people power’ but of God’s power working through people. The will of God helped us effect a revolution with minimal loss of life.”

## 7-Eleven Stores Won’t Sell Sex-Oriented Magazines

DALLAS, Tex. (NRB)—Southland Corporation’s 4,500 7-Eleven convenience  
*(continued on page 38)*

## THE VERY LATEST AUDIO TAPES

Recorded at NRB 1986

### #86-85

**How to Get Big Billing in Religious Radio**, T. Harris, C. Bogardus, N. Larson, speakers

### #86-91

**Creative Approaches to Radio Ministry**, J. Battaglia, J. Hull, R. Powers, speakers

### #86-113

**Sales Techniques for Broadcasting**, T. Smith, T. Russell, speakers

### #86-134

**Managing a Non-Commercial Station**, E. Edwards, J. Campbell, speakers

## PLENARY SESSIONS

### #86-60 (count as 2 tapes)

**Presidential Plenary - Pres. Ronald Reagan**, Music: Pat Boone, New Gaither Vocal Band

### #86-62 (count as 2 tapes)

**Congressional Breakfast**, Debate: “Religion & Politics” J. Swaggart vs. J. Buchanan; Music: Communique Singers & Orchestra

### #86-70

**FCC Luncheon**, Music: Steve Green; Address: Patrick Buchanan, Dir. Communications White House

### #86-67 (count as 2 tapes)

**Monday Evening Plenary**, Address: Anthony Evans, Pastor, Dallas, TX; Music: New Gaither Vocal Band & Communique Singers & Orchestra

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(continued from page 37)

stores will no longer sell *Playboy*, *Penthouse* and *Forum* magazines, the company announced April 10.

The decision marks a change in a practice that Southland had continued despite boycotts, picketing and protests by Christian anti-pornography activists, including a demonstration last fall when thousands of people marched on the company's Dallas headquarters to demonstrate their opposition to the sale of sex-oriented magazines.

Southland spokesperson Alisa Martin said the protests were in no way responsible for Southland's decision.

Christian broadcaster Don Wildmon, whose National Federation for Decency had targeted 7-Eleven stores for boycott two years ago, disagreed. "I think [the protests] were beginning to hurt their economic base," he said.

A statement by Southland said that recent testimony before the U.S. Attorney General's Commission on Pornography, which linked "adult" magazines with crime, violence and child abuse, had been the major factor in the decision to drop pornography sales.

James Dobson of *Focus on the Family* serves as a member of the Attorney General's Commission on Pornography.

The Southland statement also cited surveys by the company which indicated declining public support for the sale of pornographic magazines.

"Southland is very sensitive to our position as a leadership company and responsible corporate citizen," said the statement. "We believe that discontinuing the sale of adult magazines will position us to better serve the neighborhoods in which we do business."

The policy change directly affects the 4,500 company-operated 7-Eleven stores. The company is also recommending that the 3,600 stores operated by independent franchise owners adopt the same policy, but Southland will not enforce the policy in independently-owned stores.

Southland would release no figures on the economic cost of this decision, but is undoubtedly an expensive policy decision. An article in the *Dallas Times-Herald* indicated that 7-Eleven sold 20 percent of all *Playboy* magazines sold in America, and a *Penthouse* vice-president told a Georgia court that 7-Eleven sold more copies of *Penthouse* than anybody else in America.

Jerry Falwell, who speaks on *The Old Time Gospel Hour* and led last fall's march on Southland's headquarters, said, "This is going to put the pornography industry on its knees" and asked Christians to support 7-Eleven financially.

Wildmon, who told the Attorney General's Commission on Pornography that 7-Eleven was the largest retailer of porn magazines in America, and described the

company as the "key to pornography in the family marketplace," said Southland's decision was a victory for decency.

"When you take on the largest there is and for two years they vehemently resist pulling the porn, and then all of a sudden decide to pull it, I think you have to consider it a victory," Wildmon concluded.

A report in *Association Trends* magazine said the reason foreigners "sometimes get the wrong impression of Americans" is that pornographic magazines are among the best-selling publications exported from the United States. The report, for example, says that more than four times as many newsstand copies of *Penthouse* magazine are sold than copies of *Reader's Digest*.

*Penthouse* and *Playboy* each sell more than 180,000 copies each month outside the United States. *Life* and *Reader's Digest* sell fewer than 45,000 copies overseas.

## Pat Robertson Tops List of Presidential Candidates in Survey

COSTA MESA, Calif. (NRB)—M. G. (Pat) Robertson was the top presidential choice in a survey of 100 leaders of evangelical Christian activist organizations conducted by Biblical News Service, publishers of the conservative *Presidential Biblical Scorecard*.

Robertson, co-host of *The 700 Club* and president of the Christian Broadcasting Network, was cited as the candidate of choice for the U.S. presidency by 43 percent of those polled. Congressman Jack Kemp was second with 23 percent. Vice President George Bush tied with three others for fifth place in the survey, with four percent favoring his candidacy.

The same survey indicated that Jack Kemp is preferred for vice-president by 24 percent of those polled, followed by former U.S. ambassador to the United Nations Jeane Kirkpatrick (20 percent) and Pat Robertson (13 percent).

The survey also asked Christian activists to list the candidate they would most oppose for the presidency or vice-presidency. The most opposed candidates were Senator Edward Kennedy and the Rev. Jesse Jackson (tied with 24 percent), followed by New York Governor Mario Cuomo and former Colorado Senator Gary Hart. Pat Robertson was listed as the candidate who would be most opposed by one percent of those polled.

"The results of these preferential polls among the nation's evangelical Christian activist leaders are significant because these groups are not only involved in legislative issues, but are also very active in elective politics," said David Balsiger, publisher of *Biblical News Service*. "These groups influence the 45 million registered evangelical Christian voters."

## New Lutheran Church Asked to Keep Current Media Programs

MINNEAPOLIS, Minn. (NRB)—A series of actions related to communications and media in the proposed new Lutheran Church were passed by the Standing Committee of the Office of Communication and Mission Support, The American Lutheran Church (ALC). The group met here March 13-15.

Most of the resolutions were directed to the Transition Team that is supervising the process uniting the ALC, the Association of Evangelical Lutheran Churches and the Lutheran Church in America. They recommend continuance of existing media ministries of the churches and funding for the new media projects.

Specifically, the Transition Team is asked to provide sufficient funding for production, distribution and marketing of *Scan*, *Lutheran Vespers*, *The Protestant Hour*, *Reflections* and *Davey and Goliath*, all radio and television programs of the existing churches. In addition, the committee requested development and funding of new media programs such as "a bi-monthly news video magazine for congregations, radio programs, radio and television spots, a new television program, and new audiovisual materials for church use."

Regarding *Lutheran Vespers*, a 39-year-old radio ministry of the ALC, the committee specifically recommended its full funding within the budget of the new church. Currently, *Lutheran Vespers* is dependent on designated gifts for over 90 percent of its operating budget. *Lutheran Vespers* has held membership in NRB for 20 years.

Communications theory and theology were another concern of the committee. It encouraged the new church to "establish and maintain, on an ongoing basis, a media forum function in which discussion of media, its theoretics and theologies, could happen between all segments of church people."

The committee advocates "Commission for Communication" as the name of the new church unit with communication responsibilities. The present design names the unit "Commission for Communication Services."

The Transition Team work group on finances was encouraged to give consideration to "organizing an endowment fund for communication and media functions and programs."

The committee addressed the plans of the inter-Lutheran communications work group of the Transition Team, which has undertaken a public awareness program to introduce the new church. The \$750,000 budget upon which current planning is based was judged inadequate by the committee; it acted to "set a total goal of \$1,500,000" for the campaign.



# LETTERS

## Anybody Listening?

*To the Editors:*

I have been reading your magazine with interest for some time now and just could not resist the urge to write.

First of all, I thank God for Christian radio. It is a great tool which definitely edifies the body of Christ. And it offers the listening public a choice, one desperately needed.

But, though it is true that Christian radio edifies the body of Christ, it is too bad no one else listens! I spent five years in Christian radio and it seemed that the only ones listening to Christian radio were Christians.

Second, it is certainly true that it offers the listening public a choice. After taking in the day's news, delivered in a most professional manner on secular radio or TV, how refreshing it is to turn on the Christian station and listen to dead air, or records that are started in the middle at the wrong speed.

Many programs heard on Christian stations are pre-recorded two to eight weeks before they are aired. The entire country was saddened by the Challenger explosion and untimely death of seven fine people. It is too bad the listeners of Christian radio may not hear about it for at least another two weeks!

Am I advocating that we scrap Christian radio? Absolutely not! I am suggesting that we overhaul it to include this world that we're supposed to be talking to. What we really need are secular stations—family stations—with Christian programming, stations with the dirt cleaned out and run by Christian operators who are not afraid to face their community and act like the Christians they are supposed to be.

Doesn't the Great Commission really say to "go into all the world and preach the gospel to every living creature?" The best

way to preach the gospel to the world is to face it, and not by hiding behind a microphone or a reel of tape. It is a shame to possess the greatest news in all the world, be blessed with the finest equipment, and not know how to properly use the equipment to broadcast that great news.

May God give us the wisdom to be effective witnesses for Him.

—Greg Kozak  
WCHU Radio  
Chattanooga, Tennessee

## New Look

*To the Editors:*

Enjoy the new look and style of *Religious Broadcasting*. A definite step in the right direction in design. Keep up the good work.

—Wesley Bell  
Food for the Hungry, Inc.  
Scottsdale, Arizona

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# BOOK REVIEWS

## The Seduction of Christianity

by Dave Hunt and T. A. McMahon, Harvest House, 239 pages.

If you plan to read this book, make sure your mind is not in neutral. The book is full of interesting arguments, quotations and illustrations, but it is up to the reader to sort the wheat from the chaff.

Hunt and McMahon base the book on their belief that the Antichrist is yet to appear, and Christians and non-Christians alike will be seduced into worshipping him. They contend Christians will be duped into bowing down because "the official world religion will be antichristianity posing as the true Christianity" (page 67). Yet, they also claim that "everyone will know that they are not worshipping the God of the Bible. They would not worship the true God, because to acknowledge his existence would be to admit their own inferiority and total dependence on Him" (page 59).

Hunt and McMahon do not seem to take God at His word, as they encourage their readers to do. Time and again God has promised to protect His children: "I give life to them, and they shall never perish; and *no one will snatch them out of my hand*" (John 10:28).

The authors develop a detailed account of what must happen prior to Christ's return and put God in a box in the process. They either do not state or do not believe that He can return at any time.

Chapter Four, a very poorly documented and edited section, quotes one-time, high-level government officials and wordy, important-sounding papers as if they speak for the present world situation. For example, Zbigniew Brzezinski, whose name the authors misspell, bears the title "Assistant to the President for National Security Affairs" in front of his name, a post he has not held since the late 1970s.

Since Christ is returning soon, say the authors, certain improvements must be made within the Church so it can win as many souls to Christ before the Antichrist shows up. One of the book's few fine points is that it distinguishes repeatedly between being a good person and being a follower of Jesus Christ. The authors stress that this is a gray area in today's religious climate.

Another strength of the book is that it encourages Christians to think. "The average Christian is either too easily persuaded or cannot be persuaded at all," the authors state. "Too few seem willing to take the time to think the issues through and check the Scriptures themselves." (Make sure you do just that when you read this book.)

The third good point of this book is that the writers verify that much of today's Christian teaching is geared toward self-improvement. This is based on the premise that people think too lowly of themselves, an idea Hunt and McMahon believe is directly contrary to what many Bible verses say about human nature. The book emphasizes that Christians must have faith in God, not faith in positive confession or faith in themselves. Only then will we be content, say the authors, with the fact that "God loves us because He

is love, not because we are lovable or lovely."

Hunt and McMahon also believe, probably rightly so, that psychology has played a leading role in the elevation of "self." Unfortunately for the argument of their book, the authors sweepingly denounce all psychology as a form of paganism instead of recognizing that most of it is the exploration of human nature, of what makes people "tick." The writers claim, "Psychology is in the fullest sense a rival religion that can never be wedded to Christianity." They have held up the few as representative of the many. They have not been discerning as they encourage their readers to be.

Throughout *The Seduction of Christianity*, documentation is questionable in parts and faulty in others. For example, the authors quote Robert Muller, Assistant Secretary General of the United Nations in 1983, as saying, "The time has come to obtain peace on this planet ... the United Nations Charter has to be supplemented by a charter of spiritual laws ... I think that what is wrong ... we have forgotten that ... we have a cosmic evolution and [spiritual] destiny ..." (author's brackets and dots).

It is difficult enough to determine what Muller said

without having to guess at what he did *not* say! But Hunt and McMahon further contend from Muller's chopped up statement that he had referred to "the 'destiny' of humanity to realize its inherent godhood."

Passages like this can be found all through the book if the reader is watching closely.

The authors' intentions are commendable: to remind Christians we have been blessed with minds to discern between good and evil in the "final days." The closing statement reads: "We know that the son of God has come and has given us understanding in order that we might know Him who is true; and we are in Him who is true, in His Son Jesus Christ. This is the true God and eternal life. Little children, guard yourselves from idols" (1 John 5: 20,21).

But the path the authors take to this thesis statement is winding and difficult and sometimes seductive itself, and the reader may get lost.

—Sally Parker

*Care to respond? Send letters c/o The Editor, Religious Broadcasting, NRB, CN1926, Morristown, NJ 07960.*

## Best-Selling Christian Books

### Hardcover

- (5) 1. *The Be-Happy Attitudes*, by Robert Schuller (Word)
- (3) 2. *Living on the Ragged Edge*, by Charles Swindoll (Word)
- (1) 3. *Growing Strong in the Seasons of Life*, by Charles Swindoll (Multnomah Press)
- (4) 4. *Love Must Be Tough*, by James Dobson (Word)
- (2) 5. *Come Before Winter*, by Charles Swindoll (Multnomah Press)
- 6. *Raising Positive Kids in a Negative World*, by Zig Ziglar (Oliver/Nelson)
- (7) 7. *Answers to 200 of Life's Most Probing Questions*, by Pat Robertson (Thomas Nelson)
- (9) 8. *Loving God*, by Charles Colson (Zondervan)
- 9. *The Return*, by Mike Evans (Thomas Nelson)
- (6) 10. *The Road Unseen*, by Peter and Barbara Jenkins (Thomas Nelson)

### Paperback

- (1) 1. *The Seduction of Christianity*, by Dave Hunt and T. A. McMahon (Harvest House)
- 2. *When Breaks the Dawn*, by Janette Oke (Bethany House)
- (2) 3. *Ordering Your Private World*, by Gordon MacDonald (Thomas Nelson)
- (3) 4. *Set the Trumpet to Thy Mouth*, by David Wilkerson (World Challenge)
- (6) 5. *Free to Be Thin*, by Neva Coyle and Marie Chapian (Bethany House)
- (10) 6. *Hind's Feet on High Places*, by Hannah Hurnard (Tyndale House)
- (7) 7. *Love Life for Every Married Couple*, by Ed Wheat (Zondervan)
- 8. *The Lady of Stonewycke*, by Michael Phillips and Judith Pella (Bethany House)
- (4) 9. *The Pursuit of Holiness*, by Jerry Bridges (NavPress)
- (5) 10. *Healing for Damaged Emotions*, by David Seamands (Victor Books)

(parentheses indicate last month's position)

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## BROADCASTERS

(continued from page 31)

award recognizes laity devotion to religion, distinction in career and dedication to humanity. RIAL produces television spots encouraging church attendance.



**Al Sanders**

Ambassador Advertising Agency of Fullerton, California, has begun airing nationally a 60-minute, daily radio program called *Ambassador Magazine*. It is being released on the Skylight Satellite Network, according to the program's host, Ambassador president **Al Sanders**. Sanders serves NRB as an executive committee member.

**Anthony Evans**, founder and president of a national inner city ministry and a speaker at NRB '86, has begun airing his radio broadcast, *The Urban Alternative*, on stations in major markets and via satellite on Moody Broadcasting Network.

**Mike Trout**, director of broadcasting at Focus on the Family, has been promoted to vice-president for broadcasting. He continues to produce the *Focus on the Family* radio broadcast.

Majesty Music Publishers, Greenville, South Carolina, has released *Bring Back the Glory*, a 21-minute musical tribute to the United States. **Frank Garlock** is the composer. According to **Jim Williams**, Majesty's director of marketing, the musical is available on complimentary

cassettes to broadcasters and radio program producers.

The Mass Communications Board of the Church of God has named a new speaker for the *Christian Brotherhood Hour*. **Gilbert Stafford**, associate professor of Christian theology and dean of the chapel at Anderson (Indiana) School of Theology, began on the English-language version of the broadcast this spring.

**Harry Saulnier**, superintendent of Pacific Garden Mission (PGM) for 46 years, retired. He is succeeded by his son, **David Saulnier**, who served as assistant superintendent for the past few years. PGM, Chicago, Illinois, produces a 30-minute, weekly radio program called *Unshackled!*



**Dave Kersey**

**Dave Kersey** joined Family Life Broadcasting this spring as director of broadcasting. He replaces **Richard Lee**, who is now general manager of WCRF-FM/Cleveland (Ohio). Kersey was director of public relations for Christine Wyrzten Ministry, Inc., Loveland, Ohio, and is a past secretary of NRB's Midwestern Chapter.

**Cause Concepts, Inc.** of Ontario, California, has been formed to help non-profit, cause-related organizations generate support and awareness. Cause Concepts will use new means of expression, such as video and music, to reach a new generation of potential supporters. **Robert Hobbs**, formerly director of develop-

ment events for World Vision, is president.



**Paul Ploener**

**Jose Gonzalez** has left the National Perspectives Institute, where he was a director, to launch **Semilla, Inc.** Based in Chesapeake, Virginia, the ministry aims to equip Spanish-speaking Christians for leadership in their communities and nations.

A former president of the International Lutheran Laymen's League (LLL), **Adolph "Pete" Hermann**, died in February in New Orleans. Hermann, 83, was president from 1956 to 1960. The International LLL sponsors a radio ministry, *The Lutheran Hour*, and a weekly television drama, *This Is the Life*.

**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.

Students in the Spring Arbor College communications department earned first and second place in the Speech Communication Association Public Service Announcement National Competition. **Scott Bostelman** and **Greg Clugston** worked together on a first place entry; **Marge Benson's** and **Roger Thayer's** entry received first runner-up.

Thirty-five years have passed since **Neil Macaulay**

began radio evangelism broadcasts from an Indiana farmhouse in 1951. He then built a radio and television production center in Florida, and his *New Life* broadcasts are now heard in 12 foreign languages with an audience estimated at 50 million weekly. **Pat Macaulay**, his wife, has recorded a number of albums as a concert pianist/organist and has been NRB national convention organist for several years.

Universal Broadcasting Corporation, which owns radio stations nationwide, announced several appointments. **Paul Ploener**, former general manager of WYLO-AM/Jackson (Wisconsin), became general manager of WTHE-AM/Mineola (New York). Replacing Ploener at WYLO is **Marion Luther**, former general manager of WARO-AM/Canonsburg (Pennsylvania). **Joe DiDonato** has been promoted from salesman to general manager of WARO, replacing Luther. In addition, Universal appointed **Rick Schwartz** general manager of WGRT-AM/Indianapolis (Indiana). He was general manager of KSOH-AM/Little Rock (Arkansas).



**Rick Schwartz**

Beginning on June 23, *Tips for Teens*, a 33-year-old radio program featuring **Mel Johnson** of Northwestern College and Radio, will be called *Young World*. The program will be shortened from 15 to five minutes.

# The Pat Boone Show



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# CLASSIFIEDS

## EMPLOYMENT

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The Christian Broadcasting Network, Inc., located in Virginia Beach, Virginia, has an immediate opening for a Technical Director in their Production Services Division. The qualified candidate will have 5 years experience in live television production. News experience helpful. Position requires qualified video operator with general knowledge of engineering, audio/video routing, digital video effects, and all areas of production ... camera, audio, lighting, videotape. Must have the ability to work well under pressure. Must also be willing to work nights, holidays, and weekends. If you feel led and wish to serve, send resume and salary requirements, in confidence, to The Christian Broadcasting Network, Inc., Employment Department, Box TD, CBN Center, Virginia Beach, VA 23463.

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, PO Box 1, La Mirada, CA 90637. Phone 213-947-4651.

General Manager, Sales Reps and Announcers needed for new high-powered AM Christian radio station in North Carolina. Candidates should be achievement-oriented and experienced. General Manager should have sales and operations experience. Excellent opportunity in good growth area. Send resume to The Whittle Agency, 8304 Druids Lane, Raleigh, NC 27612. Phone 919-848-3596.

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, Darel Wyatt, Chief Engineer, PO Box 2550, Baton Rouge, Louisiana 70821-2550. Phone 504-768-3472.

Radio Bible Hour, Inc. is now accepting applications for the position of a recording engineer for new studios to be located in Newport, Tennessee. Please mail resumes to Radio Bible Hour, Inc., PO Box 392, Orlando, FL 32802.

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## FOR SALE

AM-CP, 720 khz, 5 kw daytime, Harrisburg, PA, metro market. Financing available for qualified buyer. Box 6K, NRB, CN 1926, Morristown, NJ 07960.

MAGNAFAX cassette duplicator with two ELECTRO SOUND loaders. Complete cassette duplication and loading system. \$10,000.00. Phone 800-331-0405.

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# LATE NEWS

GRAHAM CRUSADE IN  
WASHINGTON BROADCAST  
LIVE BY 85 STATIONS

For the first time, a Billy Graham stadium crusade has been broadcast live via satellite. When Graham, an international symbol of evangelism at 67, brought his crusade team to Washington, D.C., April 27 to May 4, more than 155,000 people attended in all and almost 9,000 of them (6.2 percent) responded to the preacher's invitations. Thousands more listened each night because Moody Broadcasting Network and SkyLight Satellite Network aired a 90-minute segment of the services. Approximately 85 radio stations in the United States carried the crusade live. Moody was uplinked from the D.C. Convention Center by International Media Service and SkyLight by National Public Radio. A series of three one-hour TV specials on the Washington crusade will air on some 200 stations June 2-4.

ROGERS WILL SPEAK  
AT NRB SOUTHCENTRAL  
CHAPTER CONVENTION

Adrian Rogers, a broadcaster on The Word for the World and a likely candidate this month for the Southern Baptist presidency (see page 37), will speak at the NRB Southcentral Chapter's convention, which is planned for September 25-27 at Bellevue Baptist Church, Memphis, where Rogers pastors. Other speakers will include NRB president Robert A. Cook and NRB Executive Committee member Dick Bott. The NRB's newest regional group held an April 18 seminar on advertising on Christian radio. Some 30 broadcasters attended the one-day meeting in Memphis.

FIVE PALAU SERMONS  
WILL BE AIRED IN  
JUNE AS ASIA '86

Five sermons that evangelist Luis Palau preaches during his June 1-7 crusade in Singapore will be translated into as many as 10 Asian languages, including Mandarin, Korean and Hindi, and broadcast on radio June 23-27. The Asia '86 broadcasts aim to reach many of the 2.5 billion Asians.

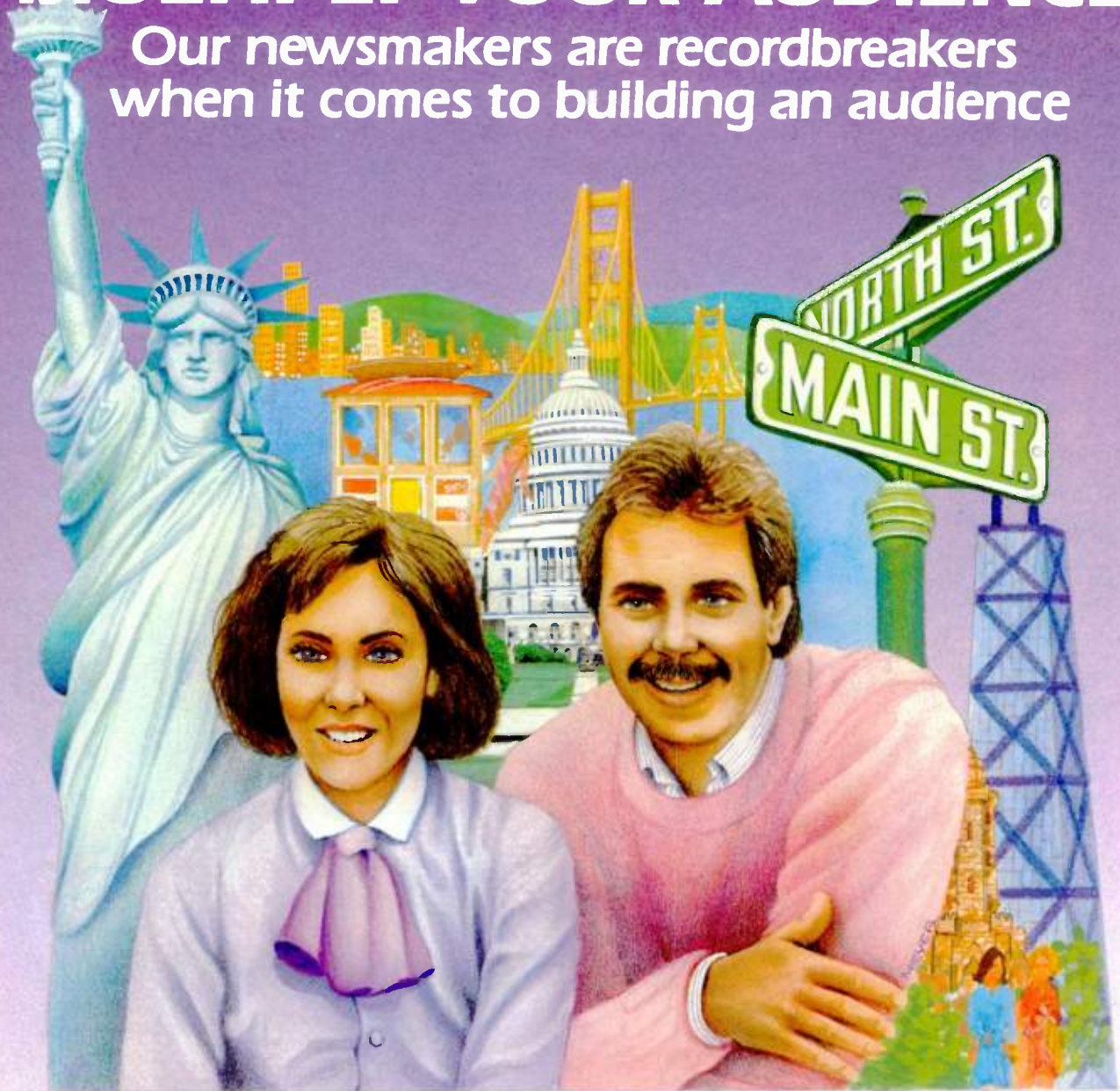
LOCAL PRODUCTIONS  
HONORED AT FIRST  
ACTS AWARDS PROGRAM

A two-hour awards ceremony on May 1 honored local productions and church personnel that affiliate with ACTS Satellite Network, the Southern Baptist Convention's cable network. More than 900 people were present at Southwestern Baptist Theological Seminary, Fort Worth, Texas, as 22 awards were given. First Things First, a production of First Baptist Church of Wichita Falls, Texas, was named as Best Program of the Year. A Church Broadcast Ministries Workshop, with 19 seminars, was sponsored May 1-2 by the seminary. It drew 55 people.



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