

# RELIGIOUS BROADCASTING

The Official Publication of National Religious Broadcasters

September 1986



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Sound Improvements / AM Survival / NRB Regional Convention Details

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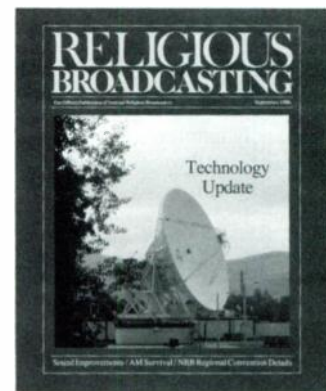
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Satellite services are changing as rapidly as is the rest of broadcast technology today. Increasingly, Christian broadcasters are taking advantage of the latest satellite developments, as the article on page 22 indicates. (file photo)



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In the May issue (pg. 12, col. 3) we incorrectly identified "Joe Macione, Jr., Media, Inc., Traverse City, MI" as a new member of NRB. The correct name should read "Dale O. Perin, Good News Media, Inc., Traverse City, MI." Also in the May issue (pg. 6, col. 3) we incorrectly stated that Carl Richardson had "left the denomination to advance his evangelistic preaching independently." Carl Richardson is continuing to serve as an ordained minister in good standing with his denomination.

# SIGN ON

## Do You Need to Be Thanked?



A doctor who was in charge of a large hospital for the mentally ill told me one day, "Many of these patients are here because basically they needed someone to recognize and appreciate them, and no one did." Then he added whimsically, "So, preacher, don't expect to be thanked, and you'll be okay!"

Business researchers have found that the need to be appreciated and recognized exceeds even the importance of money and other rewards on the job. Management people placed money at the top of their priority list, while employees placed recognition for a job well done (which of course might include the pay envelope) at the top of their list.

All of us have experienced the sick feeling of hurt and frustration that came when we tried our best to do an outstanding job, and then were completely ignored so far as any "thank you's" were concerned. One of the things we can learn through such experiences is the importance of saying "Thank you!" and doing it promptly. Give the roses while the recipient can still smell them!

Our Saviour had some words on this subject—words which, if obeyed, may very well be exactly the therapy needed by a wounded spirit. Look at Luke 6:33 and the following verses: "And if ye do good to them which do good to you, what thanks have ye? For sinners also do the same ... But do good ... hoping for nothing again; and your reward shall be great, and ye shall be the children of the Highest."

Now compare this scripture with Colossians 3:23, where the apostle Paul said to slaves (who rarely, if ever, were thanked for anything!), "And whatsoever ye do, do it heartily, as to the Lord, and not unto men; knowing that of the Lord ye shall receive the reward of the inheritance: for ye serve the Lord Christ."

For the health of your own spirit, take these truths to heart:

1. God is not always thanked, but He keeps on being kind and loving anyway.
2. The desire for appreciation, when it controls you, can be a snare and can keep you from God's best. See John 12:42-43, where John says many of the chief rulers did not confess Christ as their Messiah because "they loved the praise of men more than the praise of God."
3. God's pay day is not here yet. "Of the Lord ye shall receive the reward of the inheritance ..." The real satisfaction and fulfillment for the believer is Christ's "Well done!" Anything else falls short of satisfying that God-shaped hunger in your heart.
4. So, do what you do *for Him*, knowing that His reward is more valuable than all the plaudits of men. Avoid getting hurt by a) not expecting people to pat you on the back, and b) keeping your expectations fixed on your wonderful Lord. "Thou wilt keep him in perfect peace whose mind is stayed on Thee, because he trusteth in Thee!"
5. Treat appreciation like perfume: Don't swallow it, but enjoy it as it passes by.
6. For your part, make thankfulness a key element in your relationships with God and with people. Requests in prayer, we read in Philippians, are to be made "with thanksgiving." And when people are thankful, it "resounds to the glory of God." "Please and thank you" open more doors—and hearts!—than any command. Make this a way of life: When you see someone doing a good job, thank him or her, or write a note of appreciation. God will use you to help fill the need for appreciation that we all have.

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

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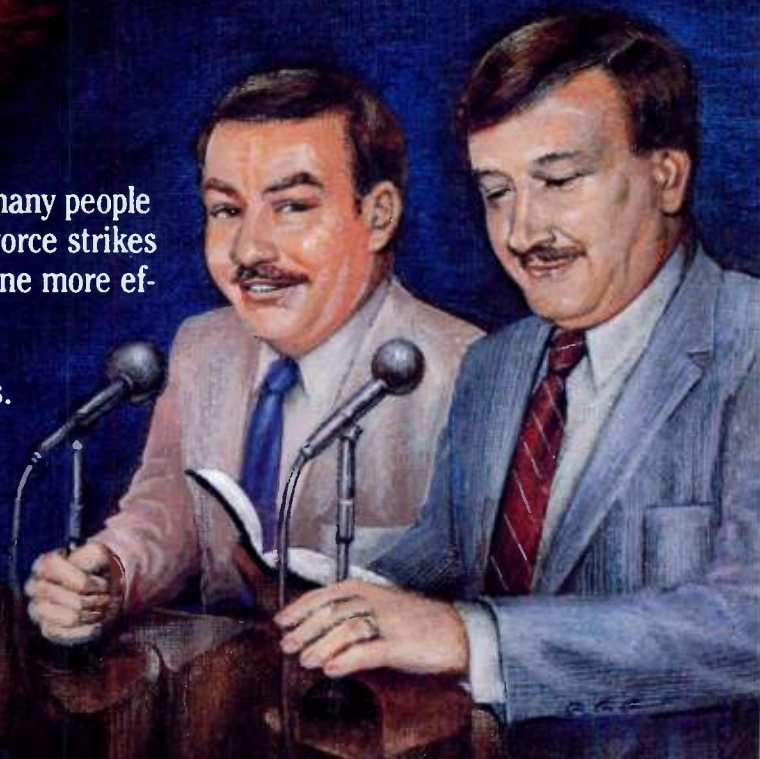


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# NRB FORUM

## Criticism Questioned

Dear Editor:

I read the review of *The Seduction of Christianity* in your June issue. I was terribly disappointed with Sally Parker's review. This contradicts every other review I've read on the book, but little wonder that you would put Dave Hunt down when he was exposing men that you have exalted at NRB. I would urge all of the NRB members to read this book very carefully.

Stephen Olford wrote to me about the book and said, "It is a word from the Lord to a whole bunch of preachers and evangelists who have been caught up in the shamanism, syncretism and humanism of our day." Jay Adams said, "In my opinion, it's pretty much on target!"

**Jack Wyrzten**  
Word of Life Fellowship, Inc.  
Schroon Lake, New York

Dear Editor:

Thanks for your review of *The Seduction of Christianity* in the June issue. Too often book reviews skirt the issue of poor documentation and scholarship. I appreciate your honesty.

Unfortunately the book is the bestselling paperback, both this month and last. Somehow I doubt your review will make the cover on the reprint!

Keep up the good work. It's renewed my waning interest in *Religious Broadcasting*.

**Diana J. Schilling**  
Broadcast Ministries Manager  
The Bible Study Hour  
Philadelphia, Pennsylvania

## Quality Radio

Dear Editor:

Greg Kozak's letter ("Anybody Listening?," June) made me wonder if I've died and gone to heaven. Here in Denver, we don't seem to have the problems that Mr. Kozak writes about; or at least, not to that extent. Could it be because there are 38 stations in the market, and, believe it or not, *five* of them are full-time Christian stations? When we've got that kind of pressure for ratings, we don't sweat the amateurish sound. We just don't sound that way.

As for only Christians listening to Christian

radio, I would suggest that all of Mr. Kozak's five years of experience were at a very conservative station. There are two diverse kinds of programming at Christian stations. You can either assist the church in equipping the saints to go to the world, or you can do it directly. Both methods work, and both are *at* work in Denver today.

If all the world's as Mr. Kozak pictures it, then I've died and gone to heaven, because I don't feel that all is lost in *this* market. Things look bright from my vantage.

**Robert N. Turner**  
Operations, KRKS-AM  
Denver, Colorado

Dear Editor:

My wife and I just recently drove to California and back and listened to a great deal of radio over a 10-day period. We were very pleased with the many *good* Christian stations we were able to pick up and the professional quality most displayed in both sound and content. It was quite a contrast to much of the very poor secular radio we heard when we were not able to pick up a strong Christian station en route.

Then I read in your "Letters" column about the "unprofessional Christian radio that no one listens to" ("Anybody Listening?," June). Now I must confess I *have* heard stations like this that embarrass me, but I am also aware that much progress has been made in recent years.

But since our market may well be the target of the writer, I would like to comment that the most recent Birch ratings were most interesting as to whether anyone listens to Christian radio. Realizing that statistics are normally gathered for commercial stations, whether "Christian" or not, I was amazed to see how well our educational religious station was rated—far above many of the secular stations in most of the categories and demographics. Our mail indicates that not all of these are Christians.

And as to news, the Challenger explosion was not only reported on IMS over this station as it was happening, but listeners heard reports from "Christian" stations in Florida giving first-hand information. In fact, WMBW carries more "live" news conferences from Washington than the majority of secular stations in this market.

My purpose in responding to this letter is not to get into a controversy with the writer and is not intended to defend all "Christian" radio. Each of us needs to be constantly looking for ways to improve our operations and to be both

professional and current with the times. However, to generalize that to be "Christian" in broadcasting is to be non-professional and somewhere to the left of Noah's ark is not only inaccurate, it is unfair.

Perhaps the crux of the matter is that those of "us" who *are* seeking to present a quality product over the airwaves need to do a better job of informing our secular peers as to what we have to offer. It might change their opinion, and in some cases even improve what they are doing.

**Dean L. Sippel**  
Station Manager, WMBW-FM  
Chattanooga, Tennessee

Dear Editor:

To my brother in Chattanooga who says that only Christians listen to Christian radio: welcome to the Palm Beaches and to WLIZ where Jew, Gentile and non-believers listen to Christian radio.

In regards to the Challenger disaster, we here at WLIZ were broadcasting the lift-off live, which was more than any other radio station and only one TV station in the market did. We are able to see the blast-off up close, so we also added our actual visual witness and color to our report. We then scrapped most of the afternoon's "regularly scheduled programming." At all times we had a direct line open to Houston and the Cape. We kept hooked up all day. We were on the spot, abreast of and on top of that story more so than even the news station of the area.

Has he ever heard of *Talk Back with Bob Larson*, *Point of View*, *Contact America*? I could go on.

If the listening audience is not given a reason to listen to any format, they won't. Also, because some Christian stations are not on the stick to attract a secular audience, they are at fault. It's not the programmers; it's the station owners and managers with their lack of news and community involvement who hide behind "the home office is to blame." Baloney.

I think the greatest improvement that could be made in Christian broadcasting to help stations to hire the best people is for less free programming and more programs that are willing to pay.

With more revenue, stations that are "for profit" can be as effective as the non-profit stations.

**Gene Tognacci**  
General Manager, WLIZ-AM  
Lake Worth, Florida

(continued on page 33)



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

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Love in Christ,

*Beverly Atkins*

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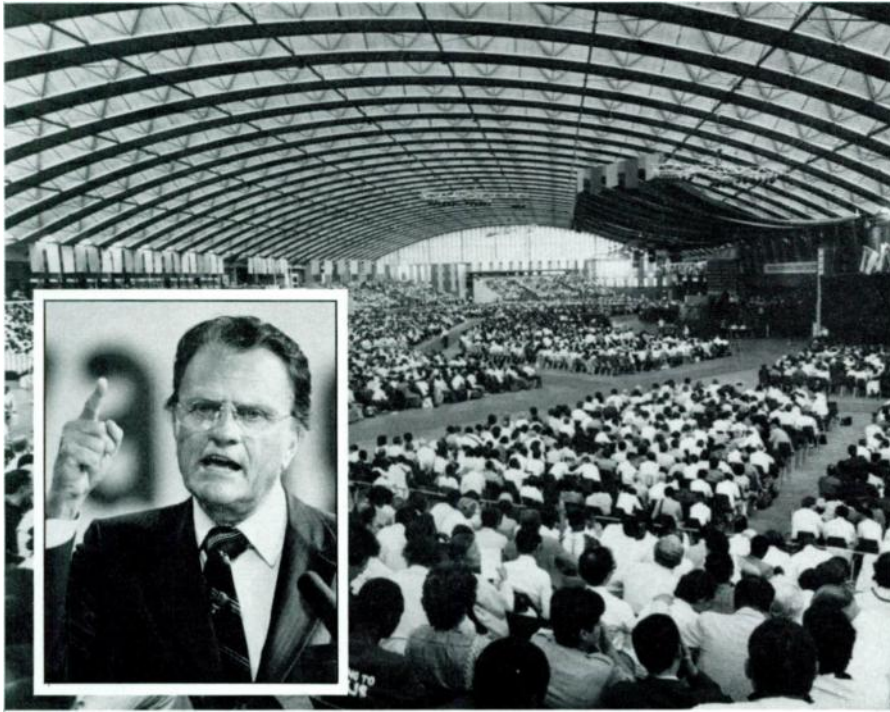
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# MEDIA WORLD



When all the numbers were tabulated, 8,160 itinerant evangelists (above), 78 percent from "developing" nations, were present for the Amsterdam 86 training and motivational conference July 12-21. Two thousand media and support staff also attended. The honorary chairman, international evangelist and NRB board member Billy Graham (inset), cited a United Nations report which said more nations were represented at Amsterdam 86 than at any other conference in history. Participants from 174 nations were present. (Photos courtesy of Billy Graham Evangelistic Association and Ake Lundberg.)

## Graham Announces Worldwide Crusade Via Satellite TV

AMSTERDAM, The Netherlands (NRB)—NRB board member Billy Graham announced July 21 tentative plans for a "world evangelistic crusade" to be broadcast live by satellite to major cities around the globe.

Graham, who spoke to reporters following completion of Amsterdam 86, the 10-day International Conference for Itinerant Evangelists, did not give a date for the massive project, saying only that the event would occur "sometime in the next two to three years."

After the news conference, Billy Graham Evangelistic Association vice-president Walter Smyth indicated the crusade would probably be held in June 1989. Both Graham

and Smyth said a site for the crusade has not been chosen.

A Graham press spokesman said the broadcast plan tentatively is being called "Mission World."

During the news conference, Graham lauded Amsterdam 86 as "a unique event in world history." He said 8,160 traveling evangelists from 174 nations left Amsterdam with a new awareness "of the deep spiritual emptiness of every segment of society in our world and the fact that people throughout the world need to know God."

While other significant international conferences have been held on the subject of evangelism, Graham said Amsterdam 86 and its smaller predecessor in 1983 in the same city were unique because they "brought together the unheard of and the unsung people who are on the cutting edge of evangelism in the jungles, up the rivers, in the big cities and little villages throughout the world."

Graham added that he believes the 1986 conference will have a "unifying effect" on worldwide evangelical Christianity.

In a brief assessment of the status of global Christianity, Graham noted that Africa "is becoming Christian more rapidly than any other continent. Europe is the continent I worry about more than any other."

In response to another question, Graham said he had received an invitation from Bishop Kwang Zung Teng of the Three-Self Church in China to hold evangelistic meetings in that country. Graham has never preached in China.

## International Radio Networks Tell Amsterdam 86 Story

AMSTERDAM, The Netherlands (NRB)—Five of the largest international Christian networks and two U.S. networks, all NRB members, cooperated closely to produce daily radio programs about the International Conference for Itinerant Evangelists held here in July.

The programs, in 22 languages including English, Spanish, Mandarin and Korean, are spreading the Amsterdam 86 conference message to many parts of the world.

One of the largest consortiums in Christian broadcast history, the international radio team was comprised of staff from Far East Broadcasting Corporation, Trans World Radio, FEBA Radio, Radio ELWA and World Radio Missionary Fellowship (Radio HCJB).

More than 300 Christian radio stations in the United States received a nightly, 55-minute summary of the latest developments at Amsterdam 86, thanks to a cooperative effort of Moody Broadcasting Network, SkyLight Satellite Network and other U.S. broadcasting companies.

International radio broadcasters announced last September that they want to cooperate closely, evangelistically reaching "the World by 2000." Amsterdam 86 was one of the first steps in proving they were serious with that declaration.

The international team of 30 people came from Bonaire, Monaco, Lebanon, India, Kenya, Ecuador, Brazil, Korea, Hong Kong, Indonesia, the United States, the Philippines, the Seychelles, England and Liberia.

*(continued on page 10)*



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(continued from page 8)

Under the direction of Amsterdam 86 broadcast supervisor Linda Effinger, the crew of on-air personalities, technicians and support staff created original daily highlight programs that Effinger said "are appropriate for the culture in which they will be heard."

She stressed that the non-English productions are developed independently. "Each of the 22 language producers is developing a unique program," she said during Amsterdam 86. "The shows are not simply translations from an English language master production." For example, the international crew is producing three English language programs, one appropriate for Britain and North America, one for India and another for Africa.

In all, 44 individual radio productions were generated daily. Fifteen-minute features, which included sound "bites" from Amsterdam 86's honorary chairman Billy Graham and numerous other conference personalities, were produced in 22 languages.

One hundred independent Christian radio stations outside North America have agreed to air the 15-minute programs.

Because of soaring transmission costs for satellite time and an equally expensive rate for use of telephone lines, Effinger said the Graham organization decided to deliver these programs to stations all over the world the old-fashioned way. The tapes were hand-carried by some of the evangelists and broadcast staff when they returned home.

A three-minute nightly news report, also in 22 languages, was sent to broadcasters around the world. Using a "report-o-phone" system, staff dialed radio stations and "fed the signals" in a matter of minutes.

A five-minute radio program, *Special News Report*, was sent via satellite to North American radio stations each night from the conference. Forrest Boyd of International Media Service, Washington, D.C., produced the daily reports, which were also accessed by radio station personnel by calling a toll-free telephone recording.

A small camera crew from CBN transmitted live on two occasions from the giant RAI Conference Center here.

Some of the participants at the conference had never seen a live television broadcast before. When the cameras began rolling, a crowd of curious evangelists gathered just out of view of the American audience.

## Broadcast Strategy Extends Palau's Singapore Crusade

SINGAPORE (NRB)—Evangelist Luis Palau completed his Singapore Crusade on



The newly-elected president of the 14.4-million member Southern Baptist Convention, broadcast pastor Adrian Rogers of Bellevue Baptist Church, Memphis, delivered a convention sermon (above) to 40,462 church "messengers" who met in Atlanta in June. Urging Baptists to end the ecclesiastical warfare that threatens to divide the denomination, Rogers said his first priority as president and for all SBC church members is "to preach the gospel." Rogers, who won 54.2 percent of the presidential vote, replaces NRB board member Charles Stanley of In Touch Ministries, Atlanta. Rogers represents the conservative wing of SBC politics and was SBC president 1979-1980. He will address NRB's Southcentral Chapter convention, which meets this month in his Memphis church.

June 7 before a packed crowd in the 60,000-seat National Stadium. Palau described the crusade—his first in Asia—as one of the most successful in the Palau Team's 20-year history. Cumulative attendance was 337,500, and 11,826 people made public Christian commitments.

Benjamin Chew, chairman of the crusade and of Singapore's Evangelical Fellowship, said the crusade will continue to impact lives for years via a mass media strategy called ASIA 86.

Through ASIA 86, five of Palau's gospel messages from Singapore were translated into eight major Asian languages and broadcast throughout Asia via a radio and video network beginning June 23.

International Media Service correspondent Forrest Boyd, working with Capitol Communications, sent three television news reports via satellite to the United States. Boyd said it was the first time in Singapore's history that the Singapore Broadcasting Corporation had permitted Christian news reports to be transmitted from Singapore via satellite.

Palau's international organization, based in Portland, Oregon, worked in partnership with Far East Broadcasting Company, World Radio Missionary Fellowship

(HCJB), Trans World Radio and other missionary radio ministries to produce the ASIA 86 programs.

Under the direction of Ed Steele, vice-president of Creative Communications Associates, Orange, California, radio producers flew to Singapore to produce the programs to ensure cultural and linguistic authenticity for each language.

"ASIA 86 definitely broke new ground in Christian broadcasting," said Steele. "Never before have so many evangelistic tools been created in so many languages from one single event. ASIA 86 was a very historic project for Christian broadcasting."

Nearly 300 distributors in 60 countries are circulating the ASIA 86 evangelistic products—available in Mandarin, Cantonese, Hokkien, Tamil, Korean, Japanese, Tagalog and Indonesian. Youth With A Mission (YWAM) is handling the worldwide distribution of ASIA 86 tapes.

Palau's next crusade is September 21-28 in Fresno, California.

## Donations to Religious Causes Rise Twice as Fast as Inflation

NEW YORK, N.Y. (NRB)—American gifts to religious organizations rose to \$37.7 billion last year, a jump of 6.5 percent over the previous year, growing nearly twice as fast as inflation. But religious organizations lagged behind the general gain in charitable giving, which was up by 8.9 percent, according to a report by the American Association of Fund-Raising Counsel.

Religious denominations put a large share of their funds into charitable work, a practice not shared to the same extent by television ministries, according to the report.

"While a significant share of contributions to TV evangelists goes to pay expenses connected with reaching their audiences, mainline church groups spend a considerable portion of their receipts on social service work," says the report.

Giving to the "electric church" has not subtracted from financial support of local churches, the report says.

The report includes annual donation figures for major television ministries. They include Pat Robertson's Christian Broadcasting Network (\$233 million), Jim Bakker's PTL Network (\$100 million), Jerry Falwell's *Old Time Gospel Hour* (\$100 million), Oral Roberts (\$120 million), and Jimmy Swaggart (believed to be \$140 million).

Americans contributed \$79.8 billion to charitable causes in 1985. Religious causes received 47.3 percent of that amount.

(continued on page 12)



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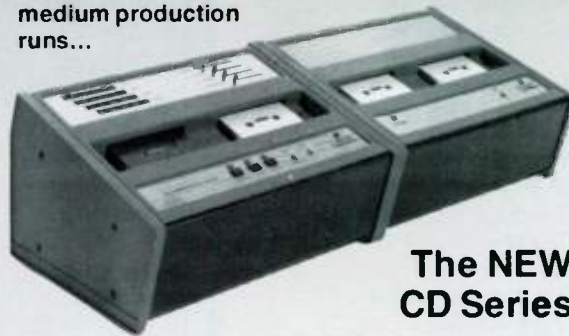
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- Glad Tidings
- Gospel Voice
- Grace to You
- Grace Worship Hour
- Haven of Rest
- Heart After God
- Heaven & Home Hour
- Hour of Decision
- In Touch Ministries
- Insight for Living
- Know Your Bible
- Lest We Forget
- Let's Talk Bible
- Lutheran Gospel Hour
- Mennonite Brethren Hour
- Methodist Church
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- Morning Chapel Hour
- Old Time Gospel Hour
- People's Church-Fresno
- Radio Bible Class
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## MEDIA WORLD

(continued from page 11)



Herb Campbell, general manager of WLCN-TV 19/Madisonville (Kentucky), surveys the \$300,000 damage to his station's 770-foot transmitting tower, which buckled and collapsed just before a new 300-foot section was to be added. The Life Anew Ministries station will have to wait until the tower is reconstructed to increase its reception radius from the present 20 miles to the proposed 65 miles. The station stayed on the air because they were utilizing an old broadcast tower during the construction. Campbell said the tower was a "total loss." A truck was heavily damaged, but no one was injured. (Photo courtesy of "The Messenger")

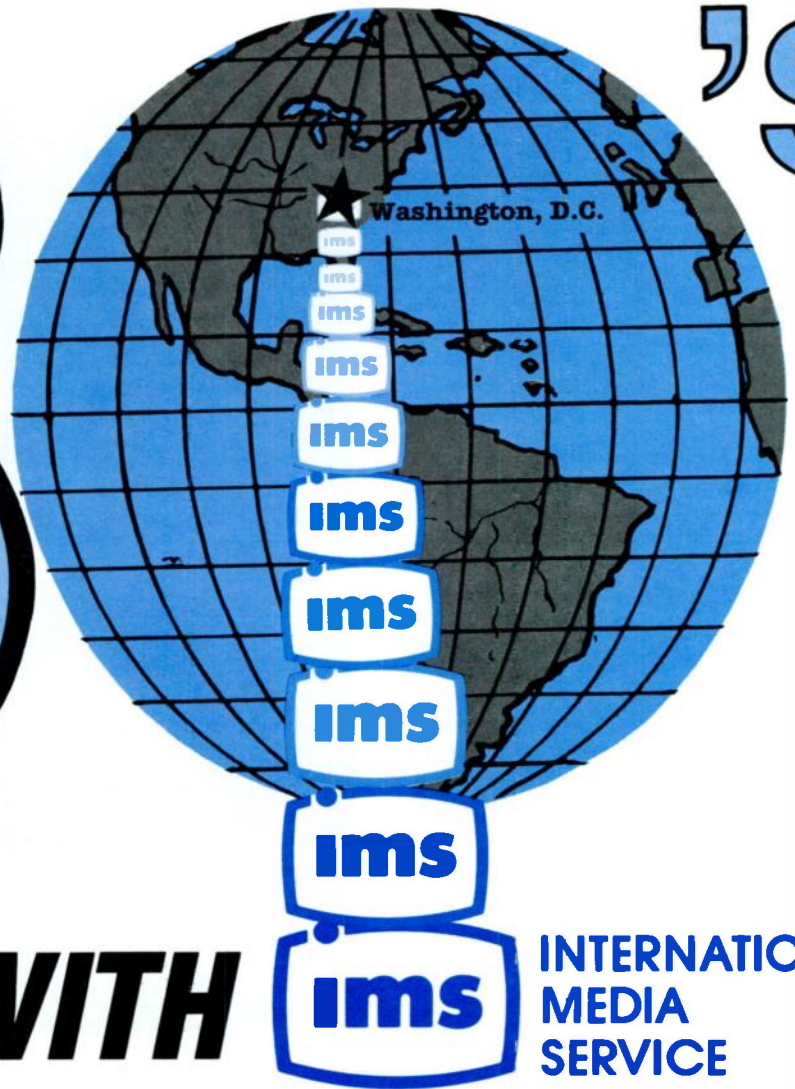


Officials of KYFC-TV 50/Kansas City (Missouri) are still negotiating with an insurance company about replacing \$2-3 million worth of TV cameras, tape recorders and assorted video and office equipment destroyed in a recent Saturday night fire at the studio. Firefighters (above) from three companies battled the two-alarm blaze for almost two hours, eventually confining the fire to the building's stage area. No one was injured. That night, the Kansas City Youth for Christ-operated TV station was to have been the site of a giant youth rally. Busloads of teenagers started arriving at the KYFC building just 30 minutes after the blaze started. (Photo by Dan Seifert, Kansas City Star)



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# NRB NEWS

## NRB 87 Plans Advance; Speakers, Registration Costs Announced

WASHINGTON, D.C. (NRB)—Popular television evangelist Jimmy Swaggart of Baton Rouge, Louisiana, will speak February 4 at NRB's 44th Anniversary Banquet, part of the 1987 international Convention and Exposition in Washington, D.C.

Swaggart's February 4 address at the Sheraton Washington Hotel will close the five-day gathering of Christian broadcasters and media professionals from every continent. The convention opens on Saturday, January 31, with an 8 pm concert and concludes with the Wednesday night banquet.

The convention program will also feature J. Vernon McGee of *Thru the Bible* on Monday night, February 2, and Presbyterian pastor D. James Kennedy, who preaches on the 30-minute daily radio program *Truths That Transform* and on weekly television, as speaker for the February 3 FCC luncheon.

The New York Salvation Army Territorial Staff Band will help enliven the convention with a Monday night performance. NRB's president, radio broadcaster Robert A. Cook of *The King's Hour*, will speak Sunday night.

Other speakers and musicians will be announced to help amplify the theme for NRB 87, "Communicating Christ to the Nations."

President Reagan and Vice President Bush are being invited to address the NRB gathering again, on Monday afternoon. In February 1985, both leaders spoke to NRB attendees in a single, historic plenary session. NRB executive director Ben Armstrong personally invited Bush for 1987 on July 23, when he attended a reception at the Vice-President's residence.

The convention is being "co-headquartered" for the first time this year, at the Sheraton Washington Hotel and the adjacent Omni Shoreham Hotel.

September 30 is the deadline for early registration rates which were announced in July, according to convention coordinator Robert Bowen. NRB members who register this month will be charged \$195; the rate for nonmembers is \$295.

Lower rates apply to spouses, faculty members and students. Hotel charges are not included in the NRB registration fee.



Jimmy Swaggart



J. Vernon McGee



D. James Kennedy

Those registering after September 30 and before January 16 will be charged \$225 for NRB members and \$335 for nonmembers. On-site registration at the Sheraton Washington Hotel, beginning January 31, will increase those charges to \$270 for NRB members and \$385 for nonmembers.

Registration entitles each participant to a ticket for the Anniversary Banquet, as well as the Congressional Breakfast and the FCC Luncheon, both of which are slated for Tuesday, February 3.

The registrant also will be admitted to all NRB-sponsored workshops, plenary sessions, receptions, concerts and the giant Media Expo 87 trade show, which will feature exhibits by 300 media-related organizations.

For the first time this year, a prospective attendee can register for the convention, schedule a hotel and book travel plans with a single toll-free telephone call.

For details, call 1-800-342-0476 or 1-201-967-0880. The same service can be obtained by writing to NRB 87 Convention Services, c/o IMT, 676 Winters Avenue, Paramus, N.J. 07652.

## Prepublication Offer Announced for Latest NRB Annual Directory

MORRISTOWN, N.J. (NRB)—The latest *Directory of Religious Broadcasting*, the 1987 listing of everything in the Christian radio and television field, is being compiled for publication in January, said the directory's managing editor, Marjorie Stevens.

"It's not too late to send us your entry for the 1987 directory," she said, urging those with a new program or station, or updated information, to contact her for directory questionnaires immediately. Information must be received by October 1. (Write to Stevens at NRB, CN 1926, Morristown, N.J. 07960, or call 201-428-5400.)

The 1987 directory is now being sold in advance of the publication date for \$24.95 postage paid, one-half the planned cover price.

According to preliminary estimates, the new directory, a 450-page reference manual, will include more than 150 newly-listed radio stations that air religious pro-



grams. At least 25 additional television stations that program some religion are being listed for the first time in the latest volume, Stevens estimated.

In addition to Christian radio and TV stations around the world, the annual directory details radio and television program producers, advertising agencies, international broadcasters, satellite program services, Christian print and music publishers, book- ing agencies, donor management companies and other items of interest to Christian media professionals.

The comprehensive volume, which is a year-round project for NRB, also lists the NRB Code of Ethics, the current board of directors, award-winning broadcasters since 1959, and several comprehensive indexes that are cross-referenced for easy use.

### NRB Represented at Giant Book Convention, Broadcasts Aired

WASHINGTON, D.C. (NRB)—National Religious Broadcasters was well represented at the 1986 Christian Booksellers Association International Convention, which was held July 19-24 in Washington, D.C. Portions of the convention and exposition were broadcast live or reported by various broadcast agencies.

In addition to executive director Ben Armstrong, NRB was represented by Michael Glenn, director of exhibits, and Anne Dunlap, administrative assistant.

NRB board members who participated at the convention were Charles Stanley, In Touch Ministries; Jerry Falwell, *Old Time Gospel Hour*; E. Brandt Gustavson, Trans World Radio; and Sam Moore, president of Thomas Nelson Company; and Channel 24, Baltimore.

More than 250 print and broadcast media representatives covered the CBA convention, said Astrid Seeburg, CBA publicity and public relations director. C-SPAN, the congressional satellite network, transmitted portions of the event live.

Other broadcasters reporting from the Washington, D.C. Convention Center included the Rock Christian Network, the news department of CBN, *Entertainment Tonight*, LeSea Broadcasting, Family Radio, International Media Service for Moody Broadcasting Network, and Universal Broadcasting Corporation.

Word, Inc., sponsored a night of worship at the Kennedy Center for the Performing Arts on July 22.

### Plan to Attend! NRB REGIONALS

See feature stories  
beginning on page 24

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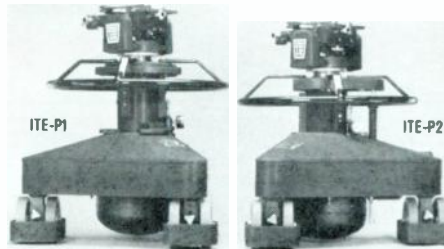
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 by Truett L. Hancock
 

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# Building a Christian TV Studio From the Ground Up

*Like Jesus' first-century apostles, this fresh-from-school director of missionary television has been discovering that great things can emanate from a simple carpenter's shop*

**I** imagine yourself in this situation. You are 23 years old, fresh out of college with a degree in telecommunications and just getting your foot in the door of television production. You are nearing the end of your first year of employment as a cameraman with an established Christian television network

hoping next year they might promote you "all the way up" to floor director.

Then, out of the clear blue, another Christian organization calls and offers a job as the director of their entire television operation. No longer just an employee, but the boss! Would you take it? Too good to be true? This was the question I had to

answer when I was first introduced to *Guidelines*, a missionary radio and television organization founded by Harold Sala.

When Sala and I first talked he had already completed two years of television programs, which had been shot in a small production house in southern California. Now, ready to start up his own facility, he needed someone to run it. When Sala offered me the job he mentioned there were only two prerequisites for filling the position.

First, I had to raise enough support to live in southern California, where *Guidelines* is based. Everyone that works at *Guidelines* is a missionary, supported by outside donations. Secondly, Sala casually informed me that I would have to put the entire studio facility together *starting from the ground up*. He also threw in the fact that so far there was no established budget for television.

Would you still consider accepting the position? Well, you know what they say, "When the Holy Spirit talks, you had better listen." I knew Sala had a lot of faith, but I was not sure just how far mine would stretch. Anyway, I accepted the challenge.

In my first week of orientation, Sala showed me the existing control room—a small room with two ¾-inch tape machines, which were being used to make copies of the existing bicycled programs.



Truett Hancock (author) directing taping session of "Guidelines for Living" from studio.



## Faith Stretching

Next, I was taken into the "studio," a large empty warehouse space which had recently been used as a carpenter shop. Sala showed me my new "office," a framed-in loft where the carpenters had been storing wood.

I could feel my faith beginning to stretch already. My first job as the new director of missionary television: put on my track shoes and start sweeping the studio floor. With help from the staff, things started getting whipped into shape. We painted, hammered, glued and sweated ourselves into quite an excitement about our new studio. We even put up some pipe for a lighting grid.

Only one problem, still no equipment. That is when the Lord went to work for us.

We received a letter from one of *Guidelines* board members in Seattle who had received a list of television equipment for sale. A small Christian cable outlet in that area had been forced to close. After putting their equipment in storage for about eight months, they were now ready to sell it. There were cameras, monitors, vtr's, editing systems, virtually everything we would need to get started.

At the same time I was drooling over the list of equipment, a sister organization of *Guidelines*, Christian Recording Centre in New Zealand, offered to send a technician to install equipment for us for the price of airplane fare alone. They knew nothing about the equipment in Seattle, only that we were trying to get a studio started.

Call it blind faith, call it what you will, but we went ahead and bought his ticket, feeling in our hearts that God would provide the money for the equipment. We sent a letter to *Guidelines* supporters, telling them about the equipment that was available. We began receiving donations at *Guidelines* for the equipment, but the funny thing was, most of the gifts were from people who had not even received the letter, but just felt the urge to give. I think God does that sometimes, just to remind us who really is in control.

We were able to buy all of the equipment for about 30 cents on the dollar. The last piece of equipment arrived from Seattle the same day our technician arrived from New Zealand, another example of God's perfect timing. I realized that, as my faith had been stretching, it had also been growing. After all the equipment had been installed, I began to see the big responsibility God had given to me.

Since our television department was small (me, myself and I), it was necessary to do things a little differently than some of the big time production houses. First of all,



Dr. Harold Sala (left), on the set with director Truett Hancock (right) during taping of "Guidelines for Living."

In all our production time, we have never once had to stop because of equipment failure, not even to replace a light bulb (yet). However, we stop production each morning at 9:37 am when the southbound Amtrak barrels through

the control room console was designed so that one person could reach all of the adjustment controls necessary during production. Audio, video, CCU's and switching controls, as well as an editor and character generator, were all put within an arm's reach of the director.

## Equipment, Training

Next, I brought in some retirees and high school students and taught them the basics of camera operation and floor direction. During productions my wife, who completed a year of television training, tried to keep things running smoothly in the studio while I tried to grow another arm in the control room.

Now, more than 65 programs later, we are still using volunteers, but our production quality has matured greatly. In fact, we have added several new outlets for our program.

There is one more miracle which I would like to note. Not once in all of our production time have we had to stop because of an equipment failure, not a bad record for a studio put together with used equipment. We have not even had to replace a light bulb (yet).

However, we do have to stop momentarily at 9:37 am every time we tape. That is when the southbound Amtrak barrels through right behind our building.

We have been blessed to see how God has used our program to reach the hearts of many people here in the United States and also in the Philippines, where the program is aired.

I hope this story of *Guidelines* small beginnings will be an encouragement to broadcasters who are just getting started, and a reminder to those who have grown, of the wonderful grace of God, who gives us the faith to begin.

Truett L. Hancock is director of missionary television for *Guidelines, Inc.*, Laguna Hills, California

# Broadcast Technology Today:

## The Present State of the Art

---

by Carl E. Smith

---

**T**he oldest broadcast service, AM, is undergoing improvements by adding AM stereo, broadbanding the antenna systems to improve the audio quality, reducing overmodulation interference by suitable transmitter controls, reducing RF pollution to increase the signal-to-noise level and experimenting with synchronous operation of AM stations on the same frequency and with the same programming.

The National Association of Broadcasters is sponsoring two experimental programs. First, a program of antenna design will likely decrease high-angle radiation that causes skywave interference, increase low-angle radiation and improve groundwave coverage.

The second program adds horizontal radiation to the vertical component, thus providing a greater flexibility in antenna design to optimize coverage and maintain protection.

Extensive experimental work has been conducted to improve the coverage of AM broadcast stations. More recently we have designed high-powered horizontally polarized antennas that the Voice of America (VOA) installed in Central America to serve populations that could not be reached by standard vertically polarized directional antennas and maintain the necessary protections.

With regard to FCC-regulated transmitters, the FCC amended its rules, requiring environmental evaluation be held within specified guidelines to prevent excessive human exposure. New applications must satisfy these requirements.

Since we introduced circular polarization in 1946, and the FCC rules were changed within 30 days, practically all FM stations have taken advantage of its superior coverage properties. More recently, circular polarization is being used by TV stations with good results. This is particularly true for locations without direct line of sight. The vertical or horizontal component reaches the receiving site by reflection or refraction.

### Missions Implications

The World Radio Missionary Fellowship (HCJB), Trans World Radio and Far East Broadcasting Company are joining together to identify the 250 language groups in the world with one million or more people. These three shortwave missionary organizations are evaluating what language groups they serve now and, realistically, what shortwave stations should be added to serve especially the language groups in "closed" countries.

One of the technical tools useful in determining shortwave coverage is backscatter sounding. Still in its developmental

stages, this is a relatively inexpensive procedure using the shortwave transmitter and its associated antenna system. By this method, it is possible to determine instantaneously, and with virtual certainty, the best frequency and antenna to use for one hop distances to desired targets. With the correct frequency and antenna, the transmitter power can be reduced substantially, thus saving on operating costs.

Hardly anything can be done today without digits. Personal computers, reduced in price until they are very affordable, are readily used for word processing, station program operation, or fully-automated operation and accounting. The PC can even be used for shortwave backscatter operation. Where large data bases are required, it is necessary to go beyond the PC to larger computers. Service organizations or engineering firms usually require this larger equipment.

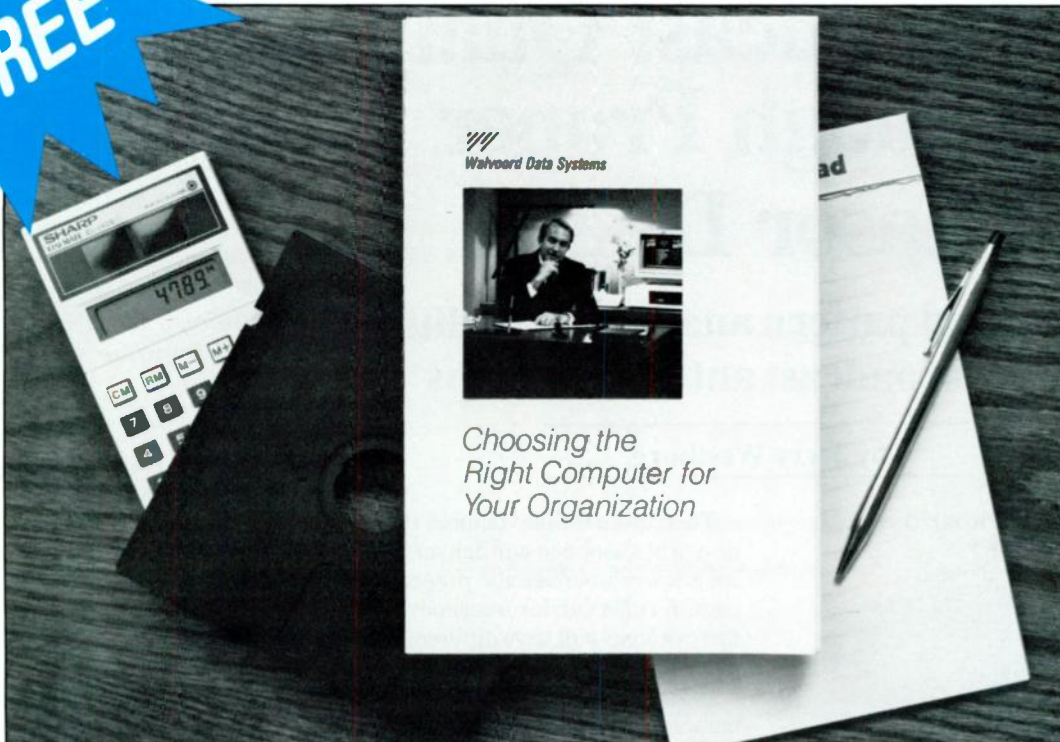
Finally, it is common practice now to convert analogue, audio, and video signals to digital signals so the quality and noise level will not be degraded when the transmission is over great distances.

---

Carl E. Smith, president of Smith Electronics, Inc., Bath, Ohio, received a Distinguished Service Award from NRB in 1984.



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# Increasing AM Broadcast Quality Through Proper Phasor Design

## A sideband pattern analysis of medium wave broadcast antenna systems

by Jerry Westburg

CALCULATED HORIZONTAL FIELD PATTERN

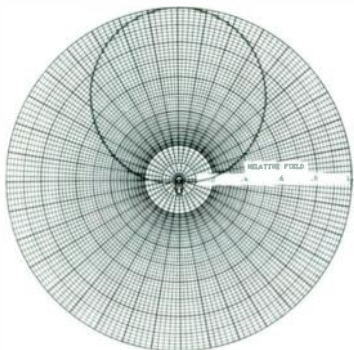


Figure 1  
Carrier Pattern of Array Described in Table 1

Most AM directional stations are concerned with improving the quality of the sound received by their listening audience. Although there are several factors which may contribute to an AM directional station achieving a high quality sound, sideband pattern bandwidth is among the most significant.

It is desirable to have the antenna patterns at the sideband frequencies to have the same shape as the antenna pattern at the carrier frequency. *Sideband pattern bandwidth* may be defined as the amount of change seen in the antenna pattern as the frequency varies from the carrier. If the antenna patterns at the sideband frequencies show poor correlation with the pattern at the carrier frequency, severe audio distortion and/or attenuation of the high audio frequencies will result.

If the patterns produced at the sideband frequencies vary greatly from the carrier pattern, the received carrier and sideband power may not be in the proper proportion. The distorted signal the listener hears is generally referred to as null talk because the effect is usually greatest in the null area.

There is an infinite number of ways to design a phasor that will deliver current to each tower to create the proper antenna pattern at the carrier frequency. Each of these designs will have different sideband pattern characteristics.

Extensive circuit analysis was done on numerous phasor designs to determine the sideband pattern characteristics of each design. The analysis takes into account the antenna array characteristics for the carrier and sideband frequencies, component values, and transmission line lengths and types.

Table 1 below gives the field parameters and array geometry for the antenna pattern plotted in Figure 1.

Figure 2 shows the 10kHz sideband patterns plotted over the carrier pattern for a particular phasor design.

It can be seen that although this phasor design produced the desired pattern at the carrier frequency, the pattern produced at the +10kHz sideband frequency is undesirable.

For this system, the antenna pattern is changing as the transmitter is modulated. Listeners of this station will hear a distorted signal in almost all directions.

As mentioned earlier, the sideband pattern characteristics is a function of the phasor design. Figures 3 and 4 are sideband pattern plots of two other phasor designs which were analyzed.

It can be seen that although each phasor design produced the same pattern at the carrier frequency, their pattern characteristics at the sideband frequencies can be vastly different.

If each phasor design has different pattern characteristics at the sideband frequencies, can a phasor be designed that will exhibit favorable pattern characteristics at both sideband frequencies? For

Recent advances in computer circuit analysis programs are enabling antenna manufacturers to increase AM broadcast quality significantly. With the aid of the computer, the ideal sideband pattern bandwidth for your station can be custom designed. By feeding your transmission line lengths and the technical specs outlined on your station's construction permit into a computer, an engineer can then create a model of the phasor design to meet your station's specific requirements and improve your sound considerably.

### CALCULATED HORIZONTAL FIELD PATTERN



Figure 2A  
Series Divider  
+10 kHz Pattern vs.  
Carrier Pattern  
 $r = .113$



Figure 2B  
Series Divider  
-10 kHz Pattern vs.  
Carrier pattern  
 $r = .987$



Figure 3A  
Shunt Divider  
+10 kHz Pattern vs.  
Carrier Pattern  
 $r = .464$



Figure 3B  
Shunt Divider  
110 kHz Pattern vs.  
Carrier Pattern  
 $r = .996$



Figure 4A  
Tee Divider  
+10 kHz Pattern vs.  
Carrier Pattern  
 $r = .876$



Figure 4B  
Tee Divider  
-10 kHz Pattern vs.  
Carrier Pattern  
 $r = .996$



Figure 5A  
Properly Phased Tee  
Divider  
+10 kHz Pattern vs.  
Carrier Pattern  
 $r = .9985$



Figure 5B  
Properly Phased Tee  
Divider  
-10 kHz Pattern vs.  
Carrier Pattern  
 $r = .9995$



this and many other antenna systems, the answer is "yes."

Figure 5 shows pattern plots for a phasor design that exhibits high correlation between sideband and carrier patterns.

To better understand what is involved in designing a phasor that yields good pattern bandwidth, it is important to first look at the desired antenna operating conditions at the sideband frequencies.

Table 2 gives the ideal operating parameters for a two element array at the carrier and 10kHz sideband frequencies.

(It should be noted that to maintain the nulls in the same direction as the spacing in degrees varies due to the change in frequency, the phase of tower 2 relative to tower 1 is also changed.)

Tower 1 is the reference tower in each case with field ratio 1 and 0 degrees.

Table 3 gives the operating base impedances for each of the above set of field parameters.

As the frequency is varied from the carrier, the ideal drive point impedances change. The problem of designing a phasor that has good pattern bandwidth is now well defined. A circuit must be designed that will yield antenna current ratios close to the ratios in Table 2 know-

TABLE 1				
TOWER	HEIGHT	FIELD	PHASE	SPACING
1	90°	1	145°	0°
2	90°	2	0°	60°
3	90°	1	-145°	120°

TABLE 2					
TOWER	FREQ.	HEIGHT	FIELD	PHASE	SPACE
2	990KHz	89.1°	.8	-150.3°	79.2°
2	1000KHz	90.0°	.8	-150.0°	80.0°
2	1010KHz	90.9°	.8	-149.7°	80.8°

TABLE 3		
FREQUENCY (KHz)	TOWER 1 (OHMS)	TOWER 2 (OHMS)
990	20.5 + J 60.8	23.1 + J 97.5
1000	21.4 + J 66.2	24.5 + J 104.2
1010	22.2 + J 71.7	26.0 + J 110.9

ing that the drive point impedance will be close to that of Table 3. This will produce sideband patterns that show high correlation to the carrier pattern. For most antenna arrays, a phasing system can be designed that will produce sideband patterns that correlate closely with the carrier pattern. The appropriate design would include networks that are chosen for their characteristics at the sideband frequen-

cies, as well as the carrier.

By employing the proper design techniques, followed by extensive circuit analysis, you can be assured of a high quality sound to your listening audience.

Jerry Westberg has been a senior engineer in the antenna group of Harris Corporation for the past five years.



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**T**he religious broadcasting community is already familiar with the many applications of satellite communications technology. The introduction of U.S. domestic satellites using the frequency band known as "C-Band" (6 and 4 Gigahertz, or GHz) in the early 1970s was soon followed by use of this improved transmission media for religious broadcasting purposes. Today, C-band satellite communications antennas (or "dishes") seem ubiquitous, as religious broadcasters continuously find improved ways

### Ku-band Satellite Technology

Because Ku-band satellites are higher frequency bands than the C-band domestic satellites originally implemented in the early 1970s, smaller ground-based receive antennas can be used to provide equal or greater quality reception. These Ku-band antennas are also less subject to interference than C-band antennas as there are much fewer interference sources such as terrestrial microwave links at Ku-band; as a result, Ku-band transmitting antennas avoid the need for extensive frequency

### Satellite News Gathering

Transportable satellite communications equipment is not new and has been used by broadcasters for years. Recently, the desire by broadcasters to provide live, on-the-spot news coverage has prompted development of Ku-band trucks and fly-away satellite terminals. These self-contained units provide remote video and audio feeds, and also act as mini-studios with program direction and coordination capabilities, multi-channel satellite voice and data links back to their home station.

# New Developments in Satellite Communications

---

by Sidney M. Skjei

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of using satellite technology.

Recent developments in satellite technology now being used by the secular broadcasting community can offer advantages to religious broadcasters. These are available and feasible for large and small TV and radio broadcasters with limited financial and technical resources. The advantages include new and improved services to existing C-band receive antennas (for example, live television or radio broadcasting of remote events) and potential audience expansion through smaller, less expensive satellite antennas which access satellites operating in the higher frequency Ku-band (14 and 12 GHz).

Secular broadcasters have recently begun taking advantage of Ku-band satellite technology, Satellite News Gathering communications technology and C-band to Ku-band "turnaround" or retransmission services. A brief review of each of these developments will lay the groundwork for an example of their applicability to religious broadcasting.

coordination required of C-band transmit antennas.

Additionally, as part of an effort to provide nationwide direct satellite-to-home broadcast television, inexpensive satellite receivers have been developed for mass implementation. These low-cost antenna/receiver equipment packages are now being used by nationwide multi-purpose networks. For example, K Mart Corporation is currently implementing a network which will connect K Mart headquarters with more than 2,000 stores across the country. The network will employ 6-foot diameter antennas, along with an industrial-quality TV distribution capability using Ku-band satellites.

In addition to being more economical, the physically smaller Ku-band antennas are often more acceptable from an aesthetic viewpoint since they can be located in low-visibility areas such as rooftops. They are also more easily transported, for example, in a station wagon or airline baggage compartment.

The voice and data capability is an essential feature that permits script exchange, cuing (interrupt feedback), and voice coordination to allow program material to be broadcast directly without further editing or other delay. Currently there are over 60 satellite news gathering trucks in operation. Often the broadcasting corporations which own them rent them out when not in use.

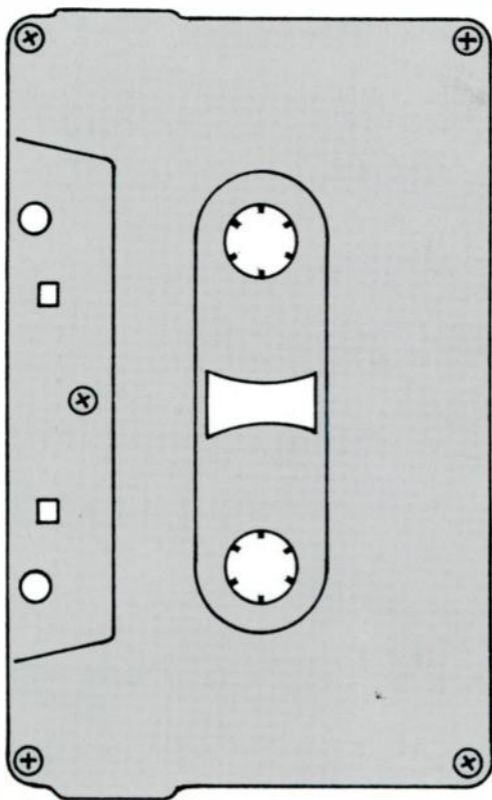
Satellite capacity for these voice and data coordination circuits is often provided by the satellite carrier at minimal or no additional cost. To further minimize user costs, satellite news gathering networks often avoid the need to purchase dedicated communications and satellite transmitting equipment at their headquarters by using shared facilities, as depicted in Figure 1. Under this arrangement, voice and data circuits of many broadcasters are terrestrially extended to access the satellite through a large multipurpose antenna at a "master station" which serves many diverse users and functions. The cost for



Speakers,  
Recording Artists,  
Teachers,  
Preachers . . .

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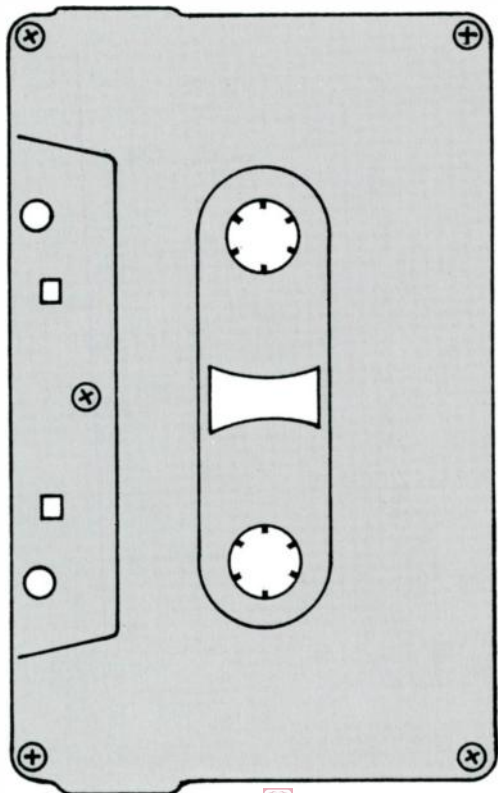
*On anything less . . .*



*Speakers,  
Recording Artists,  
Teachers,  
Preachers . . .*

# **Don't Be Duped**

*On anything less . . .*





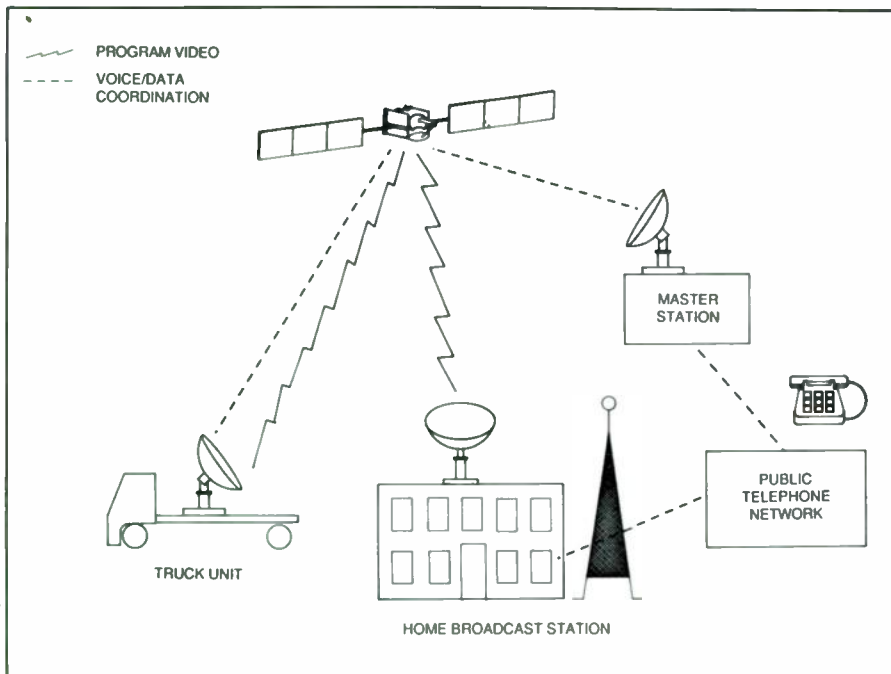


FIGURE 1 SATELLITE NEWS GATHERING NETWORK

the satellite video broadcast feed itself is minimized by network users purchasing satellite time in increments as short as five minutes.

**Turnaround Service**

Many broadcasters are aware that Ku-band satellite communications are more economically and technically attractive for their broadcasting applications than C-band satellite links. The large population of existing C-band antennas, however,

often precludes complete conversion of a given broadcasting network to Ku-band satellite transmission.

Recognizing this fact, some C- and Ku-band satellite carriers offer "turnaround" or retransmission services. Figure 2 shows an example of such service in which a large multipurpose antenna receives a signal from one frequency band on a given signal ellipse and re-transmits it to another frequency on the same satellite or on a different satellite. By using this service, a

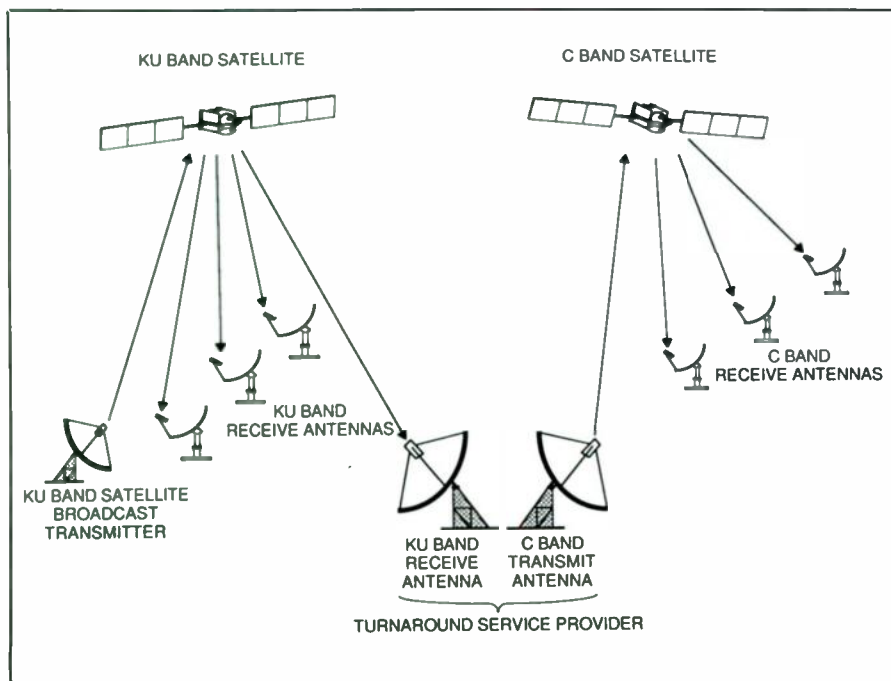


FIGURE 2 BROADCAST TURNAROUND SERVICE

broadcasting network can serve both its existing C-band audience and new subscribers who may wish to select Ku-band satellite receiving equipment.

The cost for this service may be quite reasonable, as the satellite carrier is often more interested in satellite use than in amortizing earth station investments.

**Further Applications**

The question remains: "How can these developments be used by religious broadcasters?" Two primary applications are immediately evident, although many others are possible: (1) new services such as live broadcasting from remote sites, and (2) audience expansion. An example serves to illustrate both advantages.

Let us assume that a popular Christian recording artist is giving a concert in Kansas City, Missouri, and the "XYZ Religious Radio Broadcasting Network," located in Cleveland, Ohio, wishes to provide live coverage of the concert. A radio broadcast is used for this example but television broadcasting is equally feasible.

Let us further assume that the XYZ Network has affiliates in 100 cities in the continental U.S., Hawaii and Alaska, but none of these are located in the vicinity of Kansas City. A final assumption is that the recording artist is a frequent supporter of XYZ's ministry and has agreed to answer questions from listeners following the concert. XYZ has an existing 800 number which is connected to its Cleveland headquarters.

A diagram of the broadcast is shown in Figure 3. XYZ can either provide all the equipment it needs in Kansas City in a small truck, or it can fly the equipment in the baggage compartment of a commercial airliner. A small 1.8-meter diameter transmit and receive antenna (2.4-meter for a video feed) is used, along with two-channel audio broadcasting equipment and four channels of voice/data equipment. Of course, the four voice/data channels could also be provided by normal telephone lines, but they are available via satellite in case XYZ wants complete control of all communications facilities (or if the concert is located at a remote location where multiple telephone lines are not available).

The four voice/data channels are all connected to XYZ's headquarters in Cleveland and are used for voice coordination, two way script exchange (data), interrupt feedback (IFB)/cuing information, and a channel for remote call-in using XYZ's 800 service. XYZ will have a Ku-band receive antenna at their Cleveland headquarters for receiving program audio

*(continued on page 29)*

# Six Locations, One Purpose

**R**egional chapters of National Religious Broadcasters will conduct annual conventions in six locations this fall, the largest of which will be in Los Angeles. Beginning September 10 and continuing through October 25, Christian broadcasters and related professionals will meet to advance their knowledge of broadcasting, make business contacts and renew spiritual commitments.

Regional conventions are planned as follows: September 10-12 in Charlotte, North Carolina; September 14-16 in Los Angeles; September 25-27 in Memphis; October 8-10 near Chicago; October 20-22 near Dallas/Fort Worth; and October 23-25 in Philadelphia. (See the following feature articles for details, and contact the chapter leaders listed below each story.)



## NRB Southeast: Relaxing Holiday

by Edward O. Temple, Jr.

**T**his month's Southeastern NRB Convention promises to be one of the most unique and inspiring opportunities yet offered.

The meeting will be held September 10-12 at Heritage USA just south of Charlotte, North Carolina, about 15 miles from the Charlotte airport.

NRB president Robert A. Cook will be delivering a series of four messages. Cook is speaker on *The King's Hour*. Musicians Doug Oldham, Neil and Pat Macaulay, Vern McLellan, June Hunt, the PTL Singers and others will participate. Workshops will be offered for broadcasters, TV personnel, women's groups and people interested in current issues. Jim and Tammy Bakker will greet the convention. The PTL program will be taped each day at 11 am, and convention participants can be present. Free tours will be available, including a view of PTL's equipment and studio. And, of course, the 504-room Heritage Grand Hotel will offer special rates to those attending the convention.

Heritage USA offers many inspirational and recreational opportunities including daily seminars, camp meetings, workshops, a Christian dinner theater, Heritage Island Water Park, the Youth Center and the Recreation Village. All of these

facilities will be available to NRB-SE attendees and families.

The hotel adjoins Main Street Heritage USA, a winding avenue of quaint shops, cafes and fellowship areas. Even though



NRB Southeast: Robert A. Cook

the avenue is enclosed and climate controlled, it creates its own "weather" with a cyclorama projecting fleecy summer clouds or starry night skies on the three-story curved ceiling.

Main Street leads to a 650-seat Grand

Palace cafeteria and convention wing. The new center, overlooking Lake Heritage, is a brief tram ride from the events. An old-fashioned train station is located near the hotel's front lobby.

Recreational opportunities abound for sports enthusiasts, including swimming, tennis, paddle boating, canoeing, hiking, miniature golf, shuffleboard, bicycling, roller skating, horseback riding and billiards. Equipment is available for softball, basketball, football, volleyball and horseshoes.

Janie Timmons, of Charlotte's Convention and Visitors Bureau, describes Charlotte as "a city on the move! You'll find a multitude of restaurants here—from down-home cooking to gourmet fare. Charlotte has something for everyone."

Come to the convention early and stay late, but by all means come to the NRB Southeastern Convention at Heritage USA, September 10-12. Fun, fellowship and inspiration await you!

**CONTACT: Edward O. Temple, Jr. (804) 528-2000**

Edward O. Temple Jr., president of NRB's Southeastern Chapter, is general manager of WORD-TV, a closed-circuit television ministry at Lynchburg General and Marshall Lodge Hospitals, Lynchburg, Virginia.



## NRB West: National Significance

by Dan Nicholas

Not only the largest but the oldest NRB chapter, the Western Chapter, will conduct its three-day conference at the Los Angeles Marriott Hotel September 14-16. NRB WEST 86, as the convention is being billed, was redesigned this year as a second national convention and exhibition for the Christian broadcast industry. (See *Religious Broadcasting*, May 1986, page 18.)

NRB officials hope that the Los Angeles convention will grow into a significant event, second in importance only to NRB's international Convention and Exposition, which is planned for next January 31-February 4 at the Sheraton Washington Hotel, Washington, D.C.



NRB West: David R. Mains

Several hundred program producers, station owners and operators and other broadcast professionals are expected at the three-day NRB WEST conference, which will feature Bible expositor David R. Mains of *Chapel of the Air*.

For the first time this year, a West Coast

Prayer Breakfast in Honor of Israel will be held in conjunction with NRB WEST. The September 17 meeting was organized by Edward E. McAteer and his associates.

An NRB Executive Committee member, Al Sanders of Ambassador Advertising Agency, will host his radio talk program live immediately after a luncheon, probably the first live transmission from an NRB regional convention.

Entertainer Pat Boone and family members will participate in a reception on opening night, September 14. Immediately following the reception, a media exhibit with more than 30 companies will be opened.

Another NRB WEST 86 participant will be John Wilke, president of National Right to Life.

The Gospel Music Association is sponsoring a concert on September 15 with recording artists Christine Wyrzten, Debbie McClendon and Steve Fry; they will each perform at other times during the convention.

Workshops are planned to inform and motivate participants. The titles announced include Agency-Client Relations, How to Produce a Local Christian Radio Program, and Information Management Systems. Other workshops will teach those present about radio sales, Christian television and satellite radio.

A one-hour "Satellite Network Affiliates" meeting is slated for the first afternoon of NRB WEST 86.

CONTACT: Ray Wilson (818) 246-2200

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

## NRB Southcentral: Spiritual Competition

by Glenda Colombo

The message the world needs most to hear is the one it most consistently refuses—that God revealed His love for His creation through His Son Jesus Christ.

Nevertheless, His followers have dedicatedly proclaimed that message for the past 2,000 years as far as the human voice could carry, and for the last 65 years by the broadcast voices that now are able to reach

## Pro-Life Perspective

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

John C. Wilke, MD



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even the remote deserts and jungles of the world.

During the passing centuries, those who heard Christ's thundering command to "Go ... into all the world and preach the gospel" did so under compelling and often dangerous circumstances.

In the same spirit of those Christians who did "go and preach" in earlier times, today's bearers of the precious message must face a different yet equally difficult task in making Jesus known to an uncaring world.

The ever-increasing competition for the minds of today's people occupies entire industries. It is that slick, sophisticated competition intruding every conceivable medium of sight and sound that now makes it even harder to convey the simplicity of God's love for His lost creation.

Names and methods have changed, but the eternal spiritual struggle continues, and Christian broadcasters have learned to "hang in there," using their sanctified imaginations and state-of-the-art technology to present Christ to our modern world.

With this in mind, the theme was chosen for the 1986 convention of the Southcentral Chapter of NRB—"Christianity: Competitor in Communication" or "How to Tell the World What It Doesn't Want to Hear."

The convention will be September 25-27 at Bellevue Baptist Church in Memphis, Tennessee, where Adrian Rogers, the new president of the Southern Baptist

Convention, is pastor.

The call to convention was issued by chapter president Buck Jones, director of media at Bellevue and producer of *Word for the World*. "We will be bringing together a group of the most knowledgeable professionals in our area to



NRB Southcentral: Don Luttrell

discuss Christian broadcasting in the current marketplace," said Jones. "These individuals will be sharing their expertise in the how-tos of getting our vital message of love across to people who are at best indifferent. We will be offering practical information and advice in nuts-and-bolts, hands-on workshops and seminars."

The keynote address Thursday night by NRB president Robert Cook will be "Why

Less Than the Best Is Not Enough." Convention topics will include What's a Nice Church Like You Doing on a Station Like This?, How to Start and Maintain a Video Ministry with Today's Excellent but Inexpensive Equipment, and Production Secrets for Your Station and Program. A session on special international broadcasting will explore the problems of communicating with international listeners and responding to their needs.

Richard Bott, Sr., an NRB executive committee member, and Don Luttrell of Puerto Rico, will address issues facing Christian radio in the future. NRB executive director Ben Armstrong will be present to welcome participants and present greetings from the national headquarters. After a business meeting Friday morning, Rogers will challenge members at the first anniversary luncheon of the Southcentral Chapter.

Program chairman for the convention, Don Johnson, is vice-president of the chapter and producer/host of *Afterglow*. "This year's program will help capture the excitement and urgency of communicating Christ in today's competitive world," said Johnson. "I hope everyone with an interest in Christian broadcasting in the southcentral states will make plans to attend."

**CONTACT: Buck Jones (901) 725-9512**

Glenda Colombo, a freelance writer, is secretary of the NRB Southcentral Chapter.

## NRB Midwest: Leading to Serve

by Herb Roszhart

The 13 original colonies were settled by pioneers who came to America seeking a new way of life and the opportunity to worship and honor God freely. Pioneer religious broadcasters from the NRB Midwestern Chapter, comprising 13 states, had similar goals when the chapter was organized nearly 20 years ago.

The constitution of the Midwestern Chapter states in part, "The objectives shall be to foster and encourage the broadcasting of religious programs (and) to establish and maintain high standards with

respect to content, method of presentation, speakers' qualifications, and ethical practices."

To this end, NRB members in the midwestern region gather in the Chicago area each October to be challenged and inspired, to learn, share and interact. This year NRB Midwest will be held October 8-10 on the beautiful 80-acre campus of Wheaton College in Wheaton, Illinois. Wheaton is a residential suburb 25 miles west of Chicago.

Convention activities will be held on campus in the Billy Graham Center, which

houses the Museum of Evangelism in the United States and the Billy Graham archives, as well as the new 15,000 square foot complex housing the new audio video production studios. The two million dollar project, the Communications Resource Center of Wheaton College, also houses the college's station, WETN-AM.

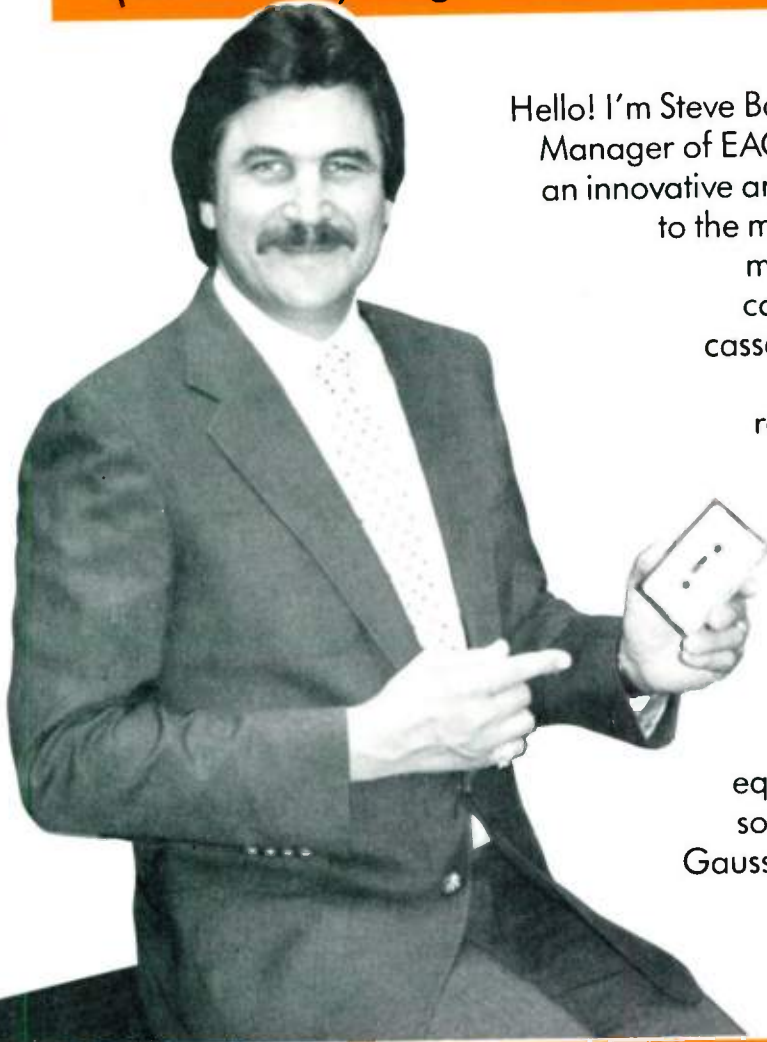
### Come to Be Challenged

With the theme "Leading to Serve," NRB Midwest will feature such high-caliber speakers as Zig Ziglar, a popular motivational speaker and author of six



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(Continued on Side B . . .)

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offering clients professional recording studio facilities, state of the art album and cassette manufacturing, and award-winning record industry graphics and design.

We at EAGLE ONE are anxious to show you how you can save money on quality cassettes today! To find out more, just fill out the response card and drop it in the mail. If you can't wait for the mailman, feel free to call me collect at (513) 772-7770.

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books; Paul Meier of the Minirth-Meier Clinic, heard on the Moody Broadcasting Network; Richard Chase, president of Wheaton College; NRB president Robert



NRB Midwest: Zig Ziglar

A. Cook and NRB executive director Ben Armstrong.

Outstanding musicians scheduled to perform are Sandy Rios, Burt Kettinger, musicians from the Wheaton College Conservatory of Music, and Men of Praise from the Radio Bible Class, Grand Rapids, Michigan. The Nite Lite Players, an outstanding drama group, will also perform.

### Come to Learn

Some of the biggest benefits of the NRB Midwestern will be interacting with other broadcasters, asking questions and meeting program producers.

A variety of workshops is planned for all broadcast staff members. Students planning a broadcasting career will benefit from the hands-on workshops in Wheaton's new audio and video studios.

Management workshops will be led by Em Griffin, professor of communications at Wheaton College and author of three books. Fred Rudy, vice-president of administrative services at Moody Bible Institute, will lead a workshop on effective personnel management and practice. Representatives from professional production agencies will lead the audio and video workshops.

Char Binkley, general manager of WBCL-FM/Fort Wayne (Indiana), will moderate a forum on Issues in Christian Broadcasting.

Come join us for NRB Midwestern October 8-10. Lodging will be at the Stratford Inn, a new Travelodge just minutes from Wheaton College. Transportation will be provided.

**CONTACT: Herb Roszhart (402) 845-6595**

Herb Roszhart, director of broadcasting for Grace College of the Bible, Omaha, Nebraska, is president of NRB's Midwestern Chapter.

## NRB Southwest: Texas Style

by Jim Kerby and Bill Armstrong

The 14-year-old NRB Southwestern Chapter has taken on new vitality as one of the upcoming chapters, blazing new trails in promoting Christian broadcasting. The 1986 regional convention October 20-22 will prove that.

NRB-SW has been transformed under the leadership of a new board of directors.

"We have felt from the beginning that the chapter should reflect the dynamic spirit of our own southwestern pioneers in Christian broadcasting," said David Payne, chapter vice-president and radio coordinator for Kenneth Hagin Ministries, Tulsa, Oklahoma.

"So many leaders of the electric church come from the southwest, the heartland of America. They are making a tremendous

impact upon our nation," Payne said.

Any list of gospel broadcasters in the southwest must include Oral Roberts, Jimmy Swaggart, James Robison, Larry Ward, Chaplain Ray and Larry Jones.

### Addressing Issues

New Christian talk shows based in the southwest are addressing social issues. Bob Larson, host of the daily live radio program *Talk Back*, is a leader in promoting professionalism and quality in Christian broadcasting. He has recently placed his membership in the Southwestern Chapter, joining chapter leaders to set a new standard of excellence in Christian media.

Southwesterner Marlin Maddoux also

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keeps Christians informed with his controversial daily radio program *Point of View*.

The southwest leads the way in quality Hebrew Christian programming with such notables as Zola Levitt who brings viewers into Bible times with his unique on-location television Bible studies. Charles Half and Louis Kaplan capture radio listeners with *The Christian Jew Hour* and *Jewish Voice Broadcast* respectively.

### A Fun Convention

"This year we will be holding the convention in Dallas," said Sharon Barela, chapter treasurer and vice-president of B/M/C Advertising. "The excitement of this great city fits right in with the spirit of this year's fun convention!"

"We're calling it 'Big Time in Texas,' featuring the flavor of the old west pioneer days, including a 'Big Barbeque Bash' with some old-time fiddling and foot-stomping music.

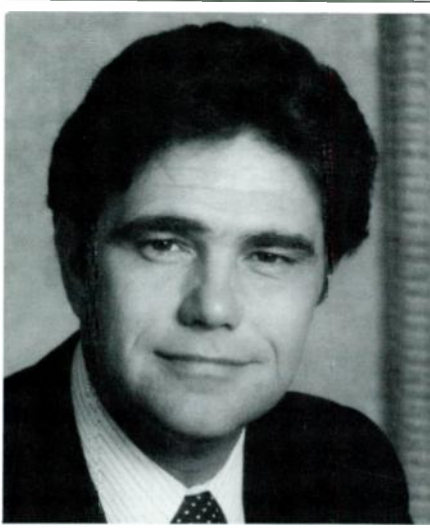
"We'll be holding a Texas auction with many valuable items going to the highest bidders, such as a weekend in Galveston, cameras, recorders and gift certificates at the Galleria Mall in the heart of Dallas," she revealed.

Attendees will enjoy an old-fashioned ice cream social and the music of "Big John" Hall, Roger McDuff, saxophonist Venard Johnson, pianist Anna Jeanne Price, song stylist Jean Eudaly and others.

To launch the "big and bold" image of the new Southwestern Chapter, the notorious, steel-toothed "Jaws" of James

Bond movies, Richard Kiel, will be the opening speaker. A giant man (7' 2"), Kiel is an outstanding Christian and a creative genius who is planning wholesome family-style movies for the secular market.

Among the main speakers will be James Robison, TV evangelist; Zig Ziglar, one



NRB Southwest: James Robison

of America's foremost positive thinkers; Tim LaHaye, founder of Family Life Seminars; Bob Larson, and Constance Cumbey, controversial author of *A Planned Deception*.

One of the spiritual highlights planned will be Zola Levitt's beautiful, full-dress reenactment of the Passover Feast, performed at the awards banquet.

This year's conference will also feature interesting media displays from a number of exhibitors.

### Creativity and Technology

Stimulating workshop sessions will be held throughout the three-day convention. Christian broadcasting experts will share their ideas and answer questions.

Three awards will be presented: "Excellence in Media" for outstanding achievement during 1986, "Pioneer in Media" for contribution to the success of the NRB Southwestern Chapter, and a new "Excellence in Graphics" award.

The graphics award was recommended by Brian Mason of American Graphics, Inc., Tulsa, to encourage the use of better graphics design by Christian television ministries.

The chapter is also planning additional benefits for members.

"At this year's convention we will be announcing an attractive new retirement plan and a wholesale buying plan for Southwestern Chapter members," said Barela.

"This means chapter members will be able to purchase such items as computers, professional audiovisual equipment, automobiles, appliances and hundreds of other items at wholesale prices," she said.

CONTACT: Sharon Barela (918) 664-7991

Jim Kerby, director of creative services, and Bill Armstrong, account executive, both work with B/M/C Advertising, Tulsa.

## NRB East: Communicating Faith

by Joseph P. Battaglia

The ancient city of Philadelphia, mentioned in Revelation, was located in Asia Minor (now Turkey) some 20 miles southeast of Sardis. The city was named after its founder Attalus II, Greek king of Pergamum who lived in the middle of the second century B.C. Because of his loyalty to his brother Eumenes, Attalus was given the title Philadelphos (Greek: phileo—love, adelphos—brother).

Philadelphia was strategically located in a valley between the mountains that separated the Aegean/Mediterranean Sea coastal area from the upper plateau of Asia. The road running through Phila-

delphia was used as an avenue through this corridor. Truly, it was a door amid the mountains.

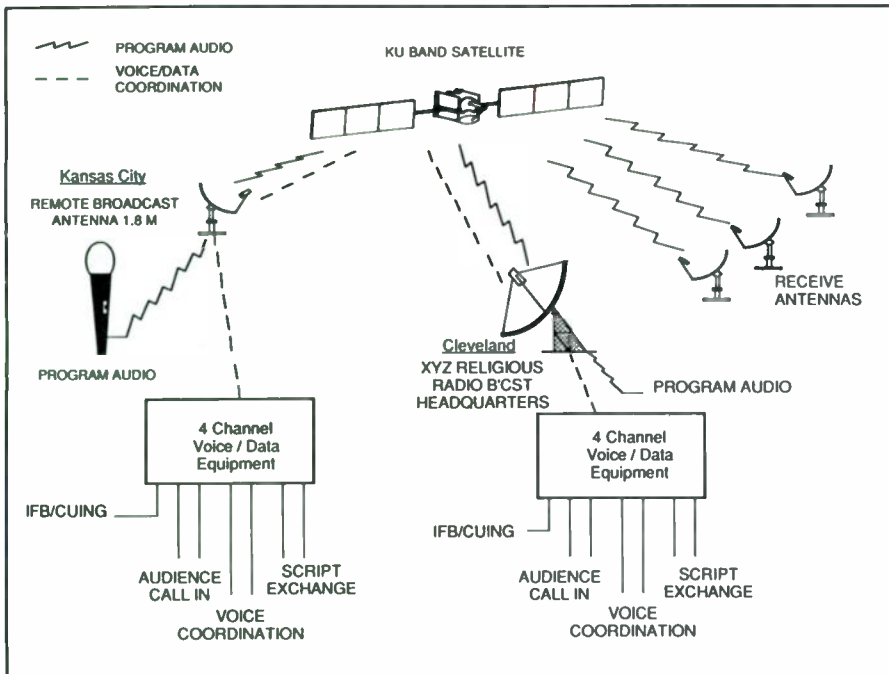
Of the seven churches mentioned in Revelation, Philadelphia is mentioned allegorically as an open door to the Word of God, somewhat paralleling its geographic reputation. It is also referred to as being true to God's Word (Rev. 3:8).

Much like its ancient counterpart, the modern city of Philadelphia, Pennsylvania, remains an "open door" to the Gospel with some six religious radio station signals covering all or part of the metro area. Here in the City of Brotherly Love, the Eastern Chapter of NRB will

hold their annual convention October 23-25. With the theme "Communicating the Faith," the NRB Eastern Convention follows in the spirit of ancient Philadelphia, encouraging fellowship and openness to God's Word by providing the right combination of workshops, seminars and speakers to achieve this spiritual climate.

Next month's three-day convention hopes to capture the feelings generated during last year's event, as those involved experienced a time of revival, fellowship and challenge from the Bible, both professionally and personally. (continued on page 35)





**FIGURE 3 LIVE REMOTE RADIO BROADCAST WITH AUDIENCE CALL-IN**

(continued from page 23)

and may use the same antenna (modified to include a transmit capability) for the four voice/data channels as shown in Figure 3. Alternatively, the voice/data channels may be extended terrestrially to a shared master station, similar to the connection shown in Figure 1.

Using the configuration shown in Figure 3, XYZ headquarters in Cleveland is able to screen incoming calls on their 800 number, then connect them to their direct line to Kansas City to speak with the recording artist. XYZ's director in Kansas City is able, through the IFB circuit, to control program material and schedule.

The program audio, as transmitted from Kansas City via a Ku-band satellite, can be distributed live to the XYZ Religious Radio Broadcasting Network affiliates in three different ways. One way would be for XYZ to re-transmit the program on a C-band transmit antenna located at XYZ's headquarters. Alternatively, the program can be re-transmitted by a "turnaround" service provider, in which case it could be transmitted on one or more of several C-band satellites. By using turnaround services for a special event such as this, XYZ could provide the broadcast to other networks, congregations, etc. external to their regular audience.

Under a third alternative, the program material could be provided to XYZ's audience directly on the same Ku-band satellite as is used for the Kansas City-Cleveland program link, possibly by the same program transmission from Kansas City. The space segment cost, on a one-

time basis, for a special events broadcast like this is less than \$1,300 for a two-and-a-half hour transmission. Of course, term accounts would run less. Transmission via Ku-band satellite permits expanding XYZ's audience through use of the smaller, economical Ku-band receiving equipment previously described. These receive antennas are also easily transportable, and could be set up at a large hall or conference center as a special events broadcast.

Recent developments in satellite communications, such as Ku-band satellite broadcasting, Satellite News Gathering voice/data circuits, and video/audio turnaround services, offer religious broadcasters the opportunity to provide their viewers and listeners with new services such as live broadcasting. New developments also permit broadcasters to expand their served communities by placing low-cost, smaller Ku-band receive antennas at locations where C-band antennas were not previously feasible.

Mr. Skjei is director of Satellite Systems Engineering for GTE Spacenet, McLean, Virginia, where he provides engineering support to corporate elements using the GTE Spacenet<sup>SM</sup> and GSTAR<sup>®</sup> Satellite System.

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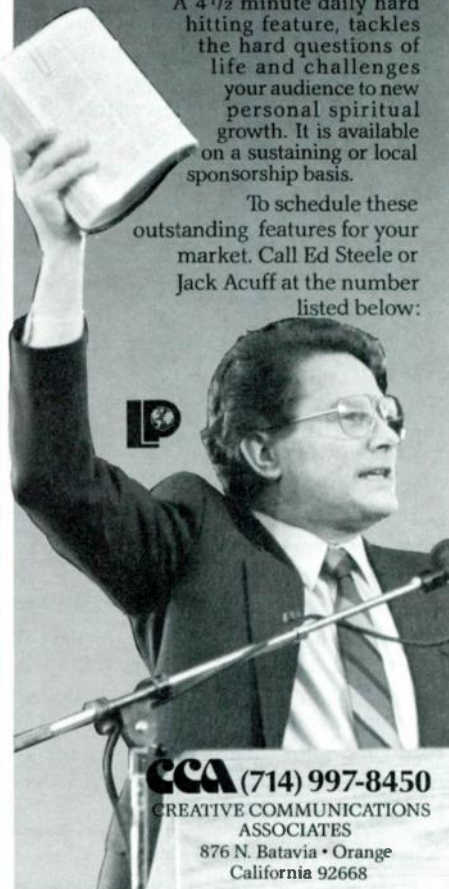
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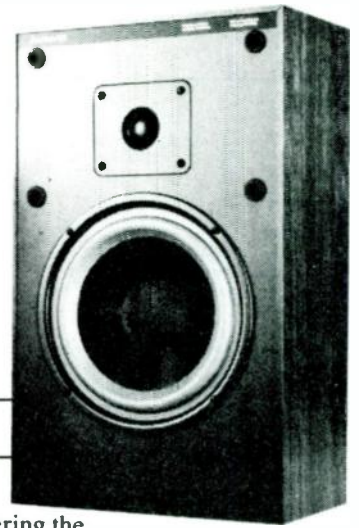
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# Stereo Opportunity for AM Survival

by Leonard Kahn



About three years ago, I received a call from Mr. J. B. McPherson, then chief engineer of WMAL, ABC's owned and operated blockbuster AM station in our nation's capital. ("JB," one of the best broadcast engineers in the country and one of the most decent souls I have ever met, just recently retired from WMAL.)

JB was excited about the pioneering work he and his staff were doing in broadcasting sports in AM stereo, specifically the Washington Redskins games. He told me how great the crowd noise sounded in stereo, even more effective than music, because crowd noise is always present. He reported that when you close your eyes you are absolutely certain that you are sitting in the stands.

One day, JB was in the studio monitoring the WMAL signal with earphones when all of a sudden two guys started a conversation behind him. Even though JB coughed to attract their attention, they ignored JB and continued talking. Finally JB, who is seldom ignored by anyone at WMAL, turned around to talk to these rude guys and found they were not there. *They were in the stands at the game.*

That is realism!

While WMAL uses the Kahn/Hazeltine AM stereo systems, all AM stereo and FM stereo systems can give an astonishing feeling of realism and truly put radio listeners right at the site of the broadcast.

All over the country, listeners have reported when listening on high fidelity AM stereo receivers that AM stereo fully competes with FM stereo. Indeed, in the car and with "Walkman" type receivers AM has freedom from multi-path. Even more important, AM stereo is a reason for progressive receiver manufacturers to update and improve the quality and fidelity of AM receivers. Thus, finally we are now seeing receivers that will allow AM broadcasters to fully compete with FM.

## Future Concerns

If you look at AM radio's present state

of health it is most depressing. From a position of great strength in the 1960s, AM radio now has dropped to less than 30 percent of total radio listening ratings; the decline in listener share has been fairly uniform at 3 percent loss per year.

Even worse is the subject of demographics. Very few young listeners tune to AM radio in comparison with the overall statistics. Therefore, as the aging process continues, AM ratings must be expected to suffer inordinately severe declines. Accordingly, any thoughtful program producer will realize that it is important that AM radio be supported so that it can better compete in the marketplace.

Why should producers of radio programs worry about the future of AM radio? The reason is very simple. It is the old question of supply and demand. The majority of radio outlets with inexpensive broadcast rates are AM stations. If these stations were to decline in number or, it is entirely possible, disappear completely, those AM outlets would be unavailable and the cost for getting on-the-air in FM would rise dramatically. Thus, not only would you lose inexpensive outlets, but you would be forced to join in competing for air time of FM. FM rates would, of course, dramatically increase over their present high prices.

Thus, it is extremely important that AM radio become healthy and remain in business.

AM stereo offers a means for AM to regain its audience. Coupled with the availability of better quality radios, it can reverse AM's downward plunge.

## A Brief History

After more than 20 years of denying AM stereo access to the marketplace, on March 4, 1982, the FCC took the pioneering step of allowing five mutually incompatible systems to compete. This "marketplace" decision was adopted because the Commission believed that, no matter which system it selected, there would be a long appeal procedure that could well

result in

courts ordering the FCC to re-examine its decision. Such a procedure could easily take four or five years. And there was an excellent chance that one or more dissatisfied proponents would, at the conclusion of that period, start the entire appeal process over again.

It is interesting to compare the results of this seminal FCC decision on AM stereo with the results of FCC dictated standards for color TV and FM stereo. The AM stereo competition, after starting with five systems, is now down to two (Motorola and Kahn/Hazeltine). Even if these two systems continue in the market permanently, there is no problem because multi-system receivers are currently available from Sony and Sansui. Furthermore, just recently Sanyo introduced an inexpensive integrated circuit that automatically decodes both systems. Therefore, it is believed that by 1987, less than five years after the FCC marketplace decision, the free marketplace will have found a practical solution.

In comparison, both FM stereo and color TV took over 10 years to make satisfactory progress, and many engineers believe the FM stereo system selected by the FCC was not the best system available. Fortunately, with the emergence of new, automatic switching multi-system AM stereo receiver technology, the broadcast industry has, by taking a strong stand on AM stereo, insured its freedom to select the system that it believes will best serve listeners.

AM broadcasters should seek the best engineering and marketing advice available regarding AM stereo and take steps to insure that this important opportunity does not slip by. It may well be the final opportunity for AM to regain its vitality.

Mr. Kahn, best known for the Kahn/Hazeltine AM Stereo System, invented CSSB modulation and other communications techniques used by government and commercial firms.



# NEW PRODUCTS

## Sound Effects Library Available on Compact Disc

The Sound Ideas Sound Effects Library is now available on compact disc digital audio.

This newest format, manufactured by Polygram of West Germany, uses a specially designed programming system and master-



ing process to maximize disc capacity and reduce crucial access time. The results have received impressive critical acclaim.

The entire library of over 3,000 effects, originally offered on 125 reels, is now pressed on just 28 compact discs. The set is catalogued using both an alphabetical and disc track/index listing and is fully cross-referenced. Each compact disc has its own numbered jewel holder; every library comes with a carrying case.

For further information, contact Brian Nimens or Michael Bell, Sound Ideas, 86 McGill Street, Toronto, Ontario, Canada M5B 1H2. Telephone (416) 977-0512.

## Pentax Retail Compact Camera/Recorder

Pentax has introduced the compact PV-C800A Camera/Recorder, the "Pentax Movie 8," weighing 3.2 pounds without batteries.

The Pentax Movie 8 has all the features usually found in a larger, state-of-the-art camera/recorder: auto focus, instant record/playback, large  $\frac{2}{3}$ -inch electronic viewfinder, auto/manual white balance, 6 to 1 power zoom with macro, visual search, still frame and a new date set switch.

A new generation MOS pick-up system

eliminates burn-in and image lag, as well as recording capability in light levels as low as 7 lux.

The camera/recorder also has a Flying Erase Head (FEH) that totally eliminates noise between shots and provides unbroken scene transition. Pentax Movie 8 uses FM recording for outstanding high fidelity sound reproduction. Other features include freeze-frame and battery level indicators. It easily connects to any television or VCR, or will record off any television that has A/V output jacks.

For more information, contact Art Nolan, Pentax Corporation, 35 Inverness Drive East, Englewood, Colorado 80112. Telephone (303) 799-8000.

## Connectronics Distributes Audio Mixing Console

A new audio mixing console in the SECK range of mixing consoles from England is being distributed by Connectronics Corporation of the United States.

The SECK 1282 is a studio quality, portable console featuring 12 balanced inputs, eight sub-group busses, four auxiliary returns, each with full equalization and routing, and a stereo output.

Each balanced mic/line input delivers superb transient response from the extended range gain input section; instruments are connected directly without the need of a D.I. box. This optimizes the full benefit of the circuit design.

Tip-ring-sleeve insert jacks are provided on each of the 12 inputs and each of the 8 sub-groups. The equalization is in three bands, with a sweepable mid-range.

The monitor section is "in-line." During mixdown the monitor section can be switched to the channel, allowing up to six auxiliary sends to be used (three in the monitor section and three in the channel).

The console also features full-throw 100 mm faders and a built-in talk-back microphone. The outboard power supply includes a switch which provides 48 volt phantom power to the microphone inputs.

The SECK 1282 has a listed retail price of \$3,450. For more complete details, contact Connectronics Corporation, 652 Glenbrook

Road, Stamford, Connecticut 06906. Telephone 1 (800) 322-2537.

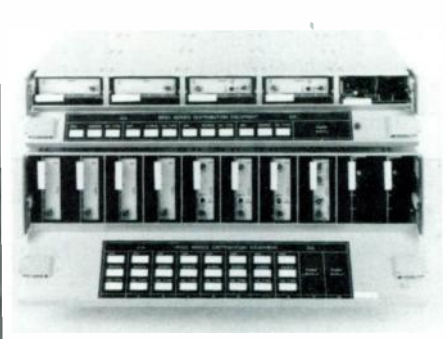
## Grass Valley Introduces Distribution Amplifiers

Grass Valley Group is offering two new remote controllable distribution amplifiers, one audio and one video.

The 8510R Remote Gain Video DA allows local, remote or summed control of both video  $\pm 6$ dB and chroma ( $\pm 4$ dB) when mounted in the Model 8500T2R tray. The 8500T2R will accept a mix of remote control of standard DAs, although each of the eight DA slots is provided with remote control connection. The 8510R is also usable in a standard 8500T2 tray, where its video and chroma gain functions are limited to local.

The 8510R front panel selections include control mode, the gain choices, and equalization for up to 500 feet of Belden 8281 or equivalent cable. Remote control cable limit is 650 feet.

The GVG 8552R Remote Gain Audio DA provides switch selectable gain ranges from +10dB to +30dB in three steps. For stereo use, two 8552Rs can be connected to one remote gain control device, with a simple



resistor and potentiometer assembly added. The 8552R may be used in any 8550 Series audio DA tray.

For both the 8510R and 8552R, remote control panels are not provided, and both redundant power supplies and module extenders must be ordered separately. More information is available from any GVG sales and service office, or by calling (916) 478-3724.

*Product releases must be received at least six weeks prior to date of publication. Send information to "New Products," Religious Broadcasting, CN 1926, Morristown, N.J. 07960.*

# BROADCASTERS



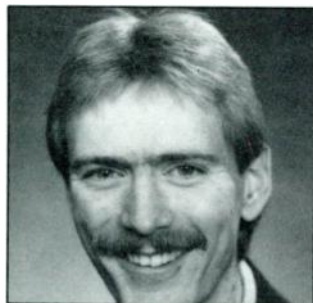
**Gary Babb**

In celebration of their 12th anniversary this summer, **WPJL-AM/Raleigh** (North Carolina) held a yard sale of albums and singles the station had accumulated over 12 years. Hundreds of listeners sifted through nearly 2,000 records. **WPJL** charged one dollar per album and 10 cents per single, earning almost \$1,700.

**Gary Babb**, general manager of **WBGL-FM/Champaign** (Illinois), recently left that station to pioneer **WJIE-FM/Louisville** (Kentucky). The new Christian station is a ministry of Evangel Christian Life Center. **Jay Greener**, production manager of **WIBI-FM/Carlinville** (Illinois), replaces Babb at **WBGL**.

**Jonathan Petersen** has been appointed director of publicity for **Zondervan Publishing House**, a division of The Zondervan Corporation. Petersen was religious news editor for the **UPI Radio Network** in Washington, D.C., and has worked at radio stations in Connecticut and Minnesota.

**Van Crouch**, sports director and reporter for **WCFC-TV 38/Chicago**, has been appointed chapel coordinator for the **Chicago Cubs**. He organizes and leads weekly Bible studies with members of the baseball team and coordinates a service before each Sunday home game.



**Jay Greener**

**Tim LaHaye**, president of **American Coalition for Traditional Values (ACTV)**, has begun a daily, two-minute satellite feed to Christian television stations. **Capitol Report**, transmitted live from Washington, D.C., provides a conservative perspective on current topics. Religious stations can contact the ACTV office in Washington, D.C., for more information and transmission times.

**WWDJ-AM/Hackensack** (New Jersey) held a home show at **Giants Stadium** this summer. The show, which attracted 3,500 people and had 80 exhibits displaying home improvement projects, helped increase the public's awareness of contemporary Christian radio.

Account executive **Shari Reisman** has been promoted to local sales manager for **WLIG-TV 55/Riverhead** (New York).

**Lura Zerick** recently joined the staff of **WAYD-AM/Ozark** (Alabama) to work in advertising, public relations and copywriting. Zerick is director of **Encouragement Ministries**, a publishing, radio and music organization.

**WLJN-AM/Traverse City** (Michigan) has named **Raymond Hashley** operations supervisor. Hashley, who replaces **Thomas Sisco**, was program director and morning personality at **KBHW-FM/International Falls** (Minnesota).



**Gordon Jensen**

**American General Media**, **Arroyo Grande, California**, has formed a new division for its religious radio stations. **The Cornerstone Group**, headquartered in **Manlius, New York**, presently includes **WWWG-AM/Rochester** (New York), **KLLF-AM/Wichita Falls** (Texas) and **WYDE-AM/Birmingham** (Alabama). **Sue Bahner**, vice-president and general manager of **WWWG**, has been named president of **The Cornerstone Group**.

**Jackie Bradley**, senior account executive/southeast region for the **PTL Television Network**, has been promoted to national sales manager. **Kimberly Day** will assume the southeast region account executive position.

**KHEP-AM/Phoenix** (Arizona) has added two on-air staff people. **Don Lincoln** is afternoon drive host. He was production director for **KFYI/KKFR-FM/Phoenix**. **Bill Backus** will be on-air in the morning. He has 10 years of radio and television experience.

**WBVM-FM/Tampa** (Florida), the first Catholic radio station in the southeast and the fourth in the nation, signed on the air May 26 with a Memorial Day mass. Station manager **Tom Derzypolski** said that the station will broadcast 24 hours a day at 100,000 watts.



**Lee Watson**

**WTME-AM/Auburn** (Maine) has signed on the air with a "Christian lifestyle" format. According to station manager **John Yates**, area residents had indicated an interest in a format similar to that of sister station **WKTQ-AM/South Paris** (Maine).

**Jeff McCusker** has joined the staff of **WKJL-TV/Baltimore** (Maryland). Former staff announcer and on-air talent at **WTKK-TV/Washington, D.C.**, McCusker is public service director. He also works in commercial production and does on-air work at **WKJL**.

Christian songwriter/musician **Gordon Jensen** and businessman **Lee Watson** have formed **One Story Promotions**, Nashville, Tennessee. **Lynette Johnson** has been appointed director of marketing. She most recently was radio promotions coordinator at **Light Records**. The new company offers radio promotion and publicity services to Christian recording artists.

A video production by **The American Lutheran Church, Another Family Farm**, received a **Silver Screen Award** at the **U.S. Industrial Film Festival** this summer. The program was created in response to the need of **ALC's** rural ministries staff for a tool to help rural people deal with farm crises in their communities and churches.

We want to hear what is happening with your station or program. Send information at least six weeks prior to date of publication to "Broadcasters," Religious Broadcasting, CN 1926, Morristown, N.J. 07960. Or call (201) 428-5400.



(continued from page 6)

## Music Licensing

**Dear Editor:**

I read with interest the article by Ed Atsinger, "What's Wrong With Music Licenses for Religious Broadcasters?" (July/August).

I believe it's time for all radio stations, religious and secular, to look closely at the tradition of paying licensing organizations for the right to create demand for their product.

If we don't play the music, the writers cannot profit from record sales, sheet music sales, etc. Why then are they not paying spot rate for the promotional time we give them?

The question should not be whether or not radio stations are paying too much, but why are we not being paid?

**Bill Miller**  
General Manager, WBBX Radio  
Kingston, Tennessee

## Ammunition

**Dear Editor:**

Thank you for publishing Gary Crossland's articles on demographics of the Christian radio listener.

They have been helpful in giving our sales team "ammunition" in presenting exactly who listens to Christian radio. Since the thrust of our presentation to advertising clients is the "quality" rather than the "quantity" of listeners, we have found the research done by Mediamark and Simmons (in addition to our in-house research) invaluable.

Keep up the good work!

**Terrence Fahy**  
General Sales Manager, KKLA-FM  
Los Angeles, California

## An Inspiration

**Dear Editor:**

How saddened I was to hear of the death of Clarence Wesley Jones.

He was an inspiration to all of us.

Certainly he came to the end of life with pride behind him, love around him and hope ahead of him.

God loves you—and so do I.

**Robert H. Schuller**  
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# WASHINGTON

## Affirmation of Television Deregulation Decision

by Richard E. Wiley

In 1984, the FCC eliminated its guidelines relating to non-entertainment programming and the quantity of commercial matter presented by commercial television stations, and deleted the agency's rules relating to formalized community ascertainment and maintenance of comprehensive program logs in *Report and Order in MM Docket No. 83-670* ("1984 Report and Order"). The Commission recently affirmed its deregulatory action in all major respects. See *Memorandum Opinion and Order in MM Docket No. 83-670*, released May 28, 1986. The *Memorandum Opinion and Order*, however, provides some clarification of significant aspects of the deregulation order.

While the *1984 Report and Order* removed the guidelines as to the particular types and amounts of programming which must be presented by television stations, the Commission's recent decision reminded licensees of their obligation to present programming that is responsive to community issues. In meeting this basic obligation, the FCC recognized that broadcasters can look to the programming of other stations in their markets. The Commission noted, however, that a station cannot rely exclusively on the programming of others to satisfy its public interest obligation because "the responsibility of each licensee to contribute to the overall mix of issues-responsive programming is a fundamental duty for which licensees will be held individually accountable" (emphasis added).

Furthermore, reliance on the pro-

gramming of "other stations" must be "reasonable." The FCC cautioned licensees that if they intend to rely on such programming to satisfy their own public interest obligation, it ordinarily would have to be broadcast to satisfy the "reasonable reliance" standard.

While quantitative programming guidelines will no longer be relied upon to evaluate a licensee's performances, the Commission noted that it has not eliminated all concern with quantity in the uncontested renewal context. According to the Commission, the *1984 Report and Order* determined only that the programming guidelines, "with their exclusive reliance on specific quantities of certain types of programming, were both unnecessary and misleading. Our decision, however, cannot reasonably be read to have rendered quantity irrelevant ... At the same time, it is clear that failure to present precise amounts of programming alone is not an acceptable means of making a public interest determination."

With regard to the contested renewal proceeding, the Commission provided no guidance as to what standard must be met to receive a renewal expectancy. The FCC refused to address the issue since it is related to the pending proceeding specifically regarding the comparative renewal process (*Notice of Inquiry in Docket No. 81-752*).

Until the agency provides further guidance as to what standard will be applied to broadcasters at renewal time, licensees are likely to be evaluated on their issues/programs lists regarding their most significant treatment of com-

munity issues. Accordingly, it would be prudent for licensees to maintain issues/programs lists which are more comprehensive than not.

The *Memorandum Opinion and Order* also clarified the Commission's policy regarding the ascertainment obligations of television licensees. Although the FCC no longer prescribes the means used by broadcasters to determine the needs and interests of the community, the agency did emphasize that the methodology used in reaching particular programming decisions may be of relevant concern in some instances. Since the licensee is expected to act "reasonably" in choosing the issues it addresses in its programming, "methodology could well be germane in such a reasonableness determination."

In addition, the Commission clarified that the elimination of restrictions on the amount of commercial time that can be presented by a television station applies to children's programming. While the quantity restriction has been removed, the FCC noted that other policies relating to children's television remain in effect, including the use of adequate techniques for separation of program and commercial material as well as the host selling policy.

---

*Mr. Wiley, former chairman of the Federal Communications Commission, is a partner in the law firm of Wiley & Rein. He was assisted in the preparation of this article by an associate in the firm.*



(continued from page 28)

Last year, the candlelight trolley ride through historic Philadelphia was one of the convention highlights. This year a similar opportunity is being planned, followed by an old-fashioned ice cream social sponsored by the Walter F. Bennett Company.

Early Friday morning at breakfast, Anthony Campolo, noted author, speaker and sociology department head at Eastern College, St. Davids, Pennsylvania, will address convention attendees. The hard-hitting Campolo will no doubt bring a fresh challenge to each person trying to apply the Gospel to everyday experience.

W. Wilson Goode, mayor of Philadelphia, is also scheduled for a return visit. Mayor Goode was warmly received at last year's convention when he gratefully acknowledged NRB's presence in Philadelphia and exhibited unusual candor and openness in his remarks.



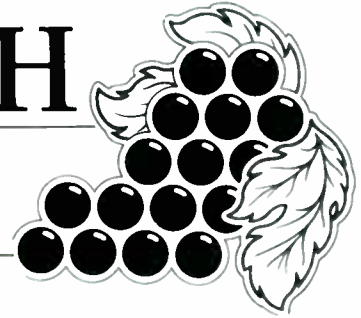
NRB East: Anthony Campolo

Stuart McAlpine of Christ Church, Washington, D.C., will speak at the Friday luncheon. At the Friday evening banquet, NRB president Robert A. Cook will bring his usual uplifting greetings, and a former NRB president, E. Brandt Gustavson of Trans World Radio, will challenge attendees with a speech. The next morning, Gustavson will offer participants a "wake-up call" at breakfast, followed by an inspirational closing message and music by pastor Milton Grannum and the choir of New Covenant Church, Philadelphia.

CONTACT: Sue Bahner (716) 461-9212

Joe Battaglia, a leader of NRB's Eastern Chapter, is general manager of WWDJ-AM/Hackensack (New Jersey).

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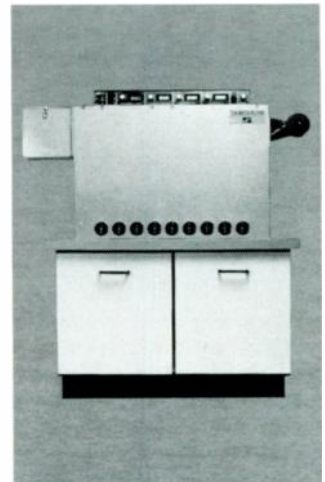
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# BOOK REVIEWS

## The Radio & Television Commercial

2nd ed., by Albert Book, Norman Cary and Stanley Tannenbaum, NTC Business Books, National Textbook Company, 222 pages.

This 8½" x 11" paperback workbook is a must-read for any radio or television station employee faced with the opportunity to write a commercial.

Wasting no time in superfluous discussion of the art of advertising, *The Radio & Television Commercial* moves directly to the core of creating a successful ad and includes 50 actual scripts and storyboards, a glossary and a bibliography.

*The Radio & Television Commercial* tells you how to develop an idea and choose a format. It covers the dimensions of radio, such as a brief (one-page) overview of the medium, the advantages of advertising on radio, and guidelines to consider when writing a spot. (The book focuses on television commercials in the same way.) Featured are 24 radio and TV commercial-writing assignments, a major plus for the book. Some additional broadcast considerations, such as testing and producing the commercials, and public service announcements, are presented as well.

Two of the authors are college professors of journalism and mass media, accounting for the book's "how-to" approach. The third author is president of an advertising firm and a visiting professor at Northwestern University.

"A creator of ... commercials must answer to his own conscience in matters of honesty, taste and discretion," the authors write. "How he accepts this responsibility is vital to his success as an advertising practitioner and is just as vital to his sense of personal integrity." This book is a successful attempt to bring such an ideal into the practical realm.

—Sally Parker

## The Job Hunter's Handbook

by Rodney S. Laughlin, Word Books, 283 pages.

There is so much work involved in the process of finding a job that many job hunters settle for the first opportunity that comes along. But, says the author of *The Job Hunter's Handbook*, with a little guidance and a clearer understanding of what you do best, God will help you find the most appropriate job.

The workbook includes many brief writing "assignments" to help you think through where you have been, what you have enjoyed doing, and what you would like to try vocationally. It helps you discover hidden talents, perhaps resulting in a complete job change.

The book is crammed full of pertinent topics, including how to identify your skills, define and find the right job, write an effective resume, interview for a job, and get started in a new occupation. It also has a resume checklist, sample cover letters, and a list of tips for active listening. Appendices include how to set life goals; how to make a budget; resources and special helps; and a career continuation checklist.

This Christian-oriented job hunter's book differs from its secular counterparts in one way: "I have tried to explain the intertacing of Christian living and job hunting in a way that will help

you enjoy your hunt and enjoy His participation," says Laughlin. But, he adds, "I have not attempted to answer all the questions that will enter your mind ... 'What role does my effort play, and what role does God play?' The answer is clear: no one knows." The key to successful job hunting, says the author, is to "do our best, trusting that God is right there beside us making our efforts fruitful."

Laughlin, a businessman and former minister, conducts job hunting seminars across the country and is involved in job placement programs in churches and on radio. His writing style in *The Job Hunter's Handbook* is comfortable. The checklists and other resources are easy to understand. So if this book does not motivate a job hunter or potential career changer to look confidently for the right job, probably nothing ever will.

—Sally Parker

## Bestselling Christian Books

### Hardcover

- |      |   |
|------|---|
| (1)  | 1. Growing Strong in the Seasons of Life, by Charles Swindoll (Multnomah Press) |
| (2)  | 2. Living on the Ragged Edge, by Charles Swindoll (Word)                        |
|      | 3. Twice Pardon, by Harold Morris (Word)  |
| (4)  | 4. Love Must Be Tough, by James Dobson (Word)                                   |
| (6)  | 5. The Be-Happy Attitudes, by Robert Schuller (Word)                            |
| (3)  | 6. Come Before Winter, by Charles Swindoll (Multnomah Press)                    |
|      | 7. The Road Unseen, by Peter and Barbara Jenkins (Thomas Nelson)                |
| (7)  | 8. Loving God, by Charles Colson (Zondervan)                                    |
|      | 9. Angels Watching Over Me, by Betty Maltz (Revell)                             |
| (10) | 10. Kingdom of the Cults, by Walter Martin (Bethany House)                      |

### Paperback

- |      |  |
|------|--|
| (1)  | 1. Seduction of Christianity, by Dave Hunt and T. A. McMahon (Harvest House) |
| (3)  | 2. Ordering Your Private World, by Gordon MacDonald (Thomas Nelson)          |
| (2)  | 3. When Breaks the Dawn, by Janette Oke (Bethany House)                      |
| (4)  | 4. Love Life for Every Married Couples, by Ed Wheat (Zondervan)              |
| (6)  | 5. Pursuit of Holiness, by Jerry Bridges (NavPress)                          |
|      | 6. Dare to Discipline, by James Dobson (Bantam Books)                        |
| (5)  | 7. Free to Be Thin, by Neva Coyle and Marie Chapian (Bethany House)          |
|      | 8. Preparing for Adolescence, by James Dobson (Bantam Books)                 |
| (10) | 9. Healing for Damaged Emotions, by David Seamands (Victor Books)            |
| (9)  | 10. Improving Your Serve, by Charles Swindoll (Word)                         |

(parentheses indicate last month's position)

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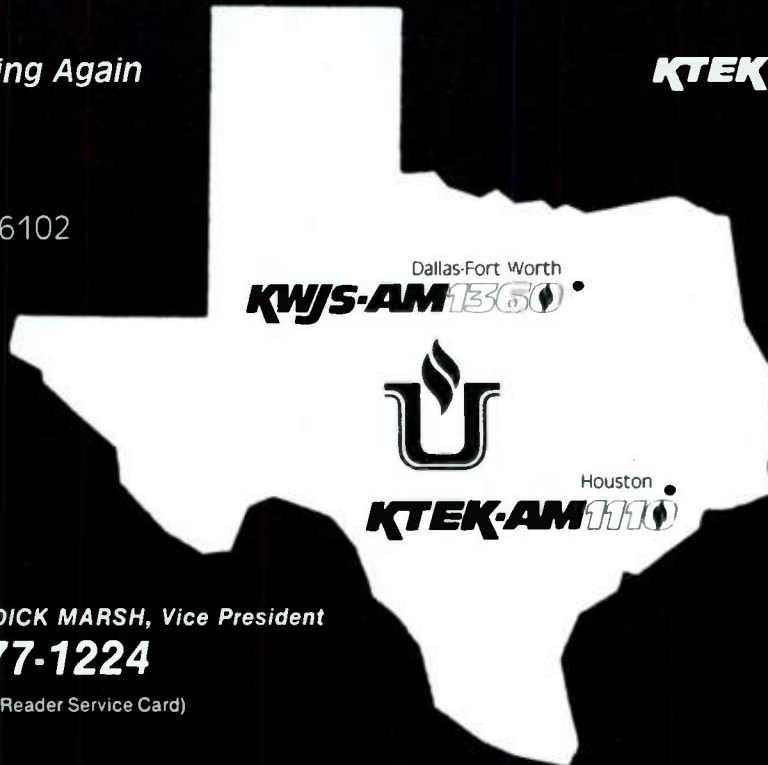
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GREATER KANSAS CITY **KCNW-AM** FAIRWAY KANSAS • GREATER MINNEAPOLIS-ST. PAUL **KUXL-AM** GOLDEN VALLEY MINNESOTA

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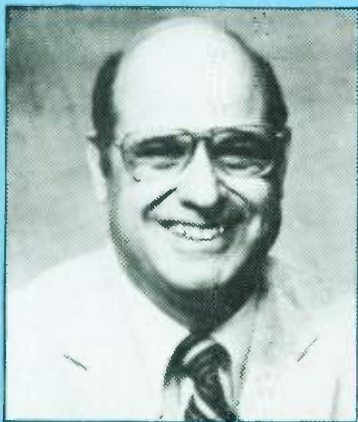


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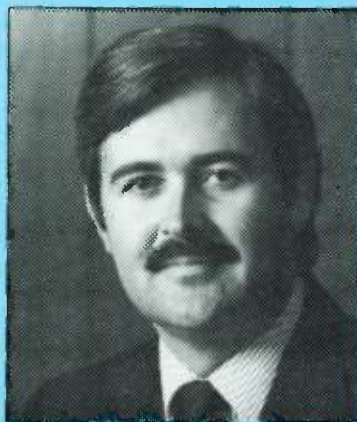
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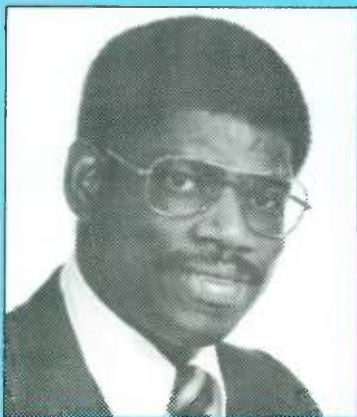
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- E. Brandt Gustavson, *EX. V.P., Trans World Radio*
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W. Wilson Goode



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# MUSIC

## Imprisoned Soviet Composer Anticipates Freedom

GARDEN GROVE, Calif. (NRB)—Soviet Christian composer Valeri Barinov may soon be released from a Russian labor camp, according to a spokesman for Open Doors News Service.

Barinov, 43, was sentenced to two-and-a-half years and imprisoned in 1984 because of Christian activities which included the recording of *The Trumpet Call*, an evangelistic Christian rock opera. He is scheduled for release on September 4, 1986, but sources close to the case say there's no guarantee that the Soviets will honor the release date. Barinov's wife, Tanya, is urging Christians to pray for his release.

According to Tim Goble of the Free Valeri Barinov Campaign in Garden Grove, California, Barinov secretly recorded *The Trumpet Call* inside the Soviet Union sometime between 1983 and 1984. Barinov wrote the music, played guitar and sang both English and Russian versions of the work, which was later smuggled to England. Unfortunately, the English vocals were lost during transit. However, the Russian version has since been re-mixed by Scott Wesley Brown and is now available on the I Care label with printed English lyrics.

During his imprisonment, Barinov was put into solitary confinement for six months for witnessing to other prisoners. In April 1986, he was sentenced to one month in a "punishment cell" after he was found with a letter addressed to Christians in the West. In the labor camp, Barinov suffered a heart attack and is currently very ill, according to his wife.

In the United States, the Free Valeri Barinov Campaign is actively petitioning the Soviet Union and lobbying Washington for Barinov's release, while keeping the American public informed of events during his imprisonment.

Broadcasters may obtain a free copy of *The Trumpet Call* along with a campaign packet by contacting the Free Valeri Barinov Campaign, PO Box 5704, Garden Grove, California 92645, or by calling Tim Goble at (714) 898-2983.



Truth's current tour involves 120 performances to benefit the country of Brazil.

## Brazilian TV Network Benefits From Concert Proceeds

NITEROI, Brazil (NRB)—Truth, a 20-member touring company of contemporary Christian musicians, is performing 120 concerts for the Christians in the country of Brazil.

The concerts, which began in April 1986, are being held in churches and civic auditoriums across the United States.

Proceeds will be channelled into various projects, including a state-of-the-art television studio that will be a part of the new Ebenezer Network, a ministry of The Third World Alternative, that will air a variety of Christian programs. In 1983 the President of Brazil granted the network license to Dr. Nilson Fanini, pastor of the First Baptist Church of Niteroi. Fanini is host of *Reencontro*, a weekly program heard in Brazil and its border countries.

According to Michael Ross, director of Fanini's ministry in the U.S., construction has already begun on the TV studio, and the network should be on the air this fall. In addition to local programs, Ross said the station plans to air weekly and monthly shows that will feature American ministries.

Ross also plans to dub the programs into Portuguese, and adds that this is an ideal op-

portunity for American ministries to expand their outreach for a very reasonable price. Programs with American origin will begin airing in January 1987.

In addition to the broadcast ministry, Fanini will use funds gained from Truth's benefit tour for several projects, including food and health care programs for 5,000 malnourished children, as well as Bible distribution throughout South America. His church is located outside Rio de Janeiro, home for 14.2 million people.

Truth's founder, Roger Breland, commented that he is most content with the fact that "Truth is a church ministry. I've seen the way God has blessed it," he said.

## Sandi Patti Closes Liberty Celebration

ANDERSON, Ind. (NRB)—Grammy Award winner Sandi Patti was "pleasantly shocked" when she heard herself singing *The Star Spangled Banner* on ABC television July 6. The song was broadcast as viewers from around the nation watched a five-minute filmclip that recapped the July 4th weekend extravaganza.

Highlights included President Reagan's commencement of the event, the parade of tall ships, new Americans taking the oath of

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- (1) 2. Morning Like This, by Sandi Patti (Word Records)
- (3) 3. Hymns Just for You, by Sandi Patti (Helvering Productions/Benson)
- (2) 4. Unguarded, by Amy Grant (Myrrh/Word)
- (4) 5. The Champion, by Carman (Myrrh/Word)
- (7) 6. Captured in Time & Space, by Petra (Star Song/Word)
- (8) 7. Holy Rollin', by Bryan Duncan (Light/Lexicon)
8. So Glad I Know, by Deneice Williams (Sparrow Records)
- (5) 9. Songs From the Heart, by Sandi Patti (Impact/Benson)
- (6) 10. Age to Age, by Amy Grant (Myrrh/Word)
- (13) 11. More Than Wonderful, by Sandi Patti (Impact/Benson)
- (14) 12. He Holds the Keys, by Steve Green (Sparrow Records)
- (9) 13. Praise VIII, by the Maranatha Singers (Maranatha! Music/Word)
- (16) 14. Kids' Praise Album V, by Maranatha (Maranatha! Music/Word)
15. Only the Overcomers, by Harvest (Greentree/Benson)
16. Scandalon, by Michael Card (Sparrow Records)
- (12) 17. Straight Ahead, by Amy Grant (Myrrh/Word)
- (10) 18. Instrument of Praise, Phil Driscoll (Mighty Horn/Benson)
19. Armed and Dangerous, by Matthew Ward (Live Oak/Word)
20. Undivided, by First Call (DaySpring/Word)

(parentheses indicate last month's position)

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citizenship, the performances of world-famous entertainers, and the breathtaking fireworks showering the restored Statue of Liberty.

ABC had not informed Patti in advance that her voice would be used in the climax of the televised coverage. "It was the strangest feeling," Patti later told ABC producer Angel Hawthorne, "to be watching the liberty celebration at home with my family, and suddenly hearing myself singing on national television."



Producer Angel Hawthorne interviewed Sandi Patti in her home for a segment on ABC's July 7th edition of *World News Tonight*.

The day following the broadcast, ABC received more than a thousand phone calls from viewers surprised by the talent of this "unknown" singer. Later that day the network flew a film crew to Anderson, Indiana, to interview Patti in her home. The resulting segment aired Monday, July 7, at the conclusion of ABC's *World News Tonight*.

Among those interested in Patti's July 4th participation were the producers of NBC's *The Tonight Show*, hosted by Johnny Carson. Patti sang "Pour on the Power" and "Love in Any Language" on the July 24 program before speaking briefly with Carson.

### Music Companies

#### Announce Newcomers

Several music companies made new appointments this summer:

**John Taylor** has been named vice-president of A & R for The Benson Company. Since 1983, Taylor was national promotions director for Sparrow.

**Don Koch** is now a writer for The Benson Publishing Group. He co-wrote the current title cut on The Gold City Quartet's *Sing With the Angels*.

**Ron Hostetler** has been appointed vice-president of Franklin House Publishing. He was national accounts manager and marketing director for Brentwood Records and Publishing (now Brentwood Music).

Sparrow Corporation has added three composers to its songwriting team. **Billy Smiley**, **Dave Brown** and **Mike Mead** will work at Sparrow's Nashville office.



# The Pat Boone Show



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WRX

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Send resume and salary requirements to:

**James Robison**  
Evangelistic Association

Attention: Personnel Dept.  
P. O. Box 18489  
Fort Worth, TX 76118

## EMPLOYMENT

**Wanted:** Chief engineer for AM/FM station in Tulsa, Okla. 2.5 kw AM and 100 kw FM. Prefer directional AM experience. General class radio-telephone license and SBE certification. Satellite, R/C, STL, translators, FCC application experience helpful. Contact Chip Olin, General Manager. Phone (918) 445-1186, KCFO AM-FM, 3737 S. 37th W. Avenue, Tulsa, Okla., 74107.

**Maintenance engineer** for Christian TV station. FCC license required. Four years' experience in maintenance of studio cameras. Quad & helical VTR's, switcher, etc. UHF transmitter experience helpful. Reply to Dale Osborn, C.E., WDLI TV, 6600 Atlantic Blvd, N.E., Louisville, Ohio 44641. EOE.

**Media professional** seeks new challenge and opportunity. AA degree in electronics, BA in radio, TV and film. Experience in all phases of video and audio production, large audio mixes, radio, slide and multi-

media work. Technical training and skills, FCC tech class license. FCC station ascertainment and station licensing. Experience with volunteer staff, licensed minister with heart for God. Desires a position of challenge and growth at church or ministry, serious about using the media to change lives. Write Box 9W, NRB, CN 1926, Morristown, NJ 07960.

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, Calif. 90637, phone (213) 947-4651.

**Management staff** two 10 kw AM inspirational stations southeast on air soon. Husband and wife team strongly considered. Write Vernon H. Baker, Box 889, Blacksburg, Va. 24060. EOE.

An exciting opportunity for a creative individual to assist in the development of a **TV talk/magazine show** dealing with lifestyle issues Christians meet in their daily lives. Skills needed in the area of public relations, production and coordination of programming. Please send resume to Look & Live Ministries, Inc., 1201 S. Charles St., Baltimore, Md. 21230, or for more information call (301) 539-7322.

**Now accepting** tapes and resumes for present and future openings in all areas, including P.D., M.D. and news. Send to Bill Pevlor, KGNM-AM, 2414 S. Leonard Rd., St. Joseph, Mo. 64503 (816) 233-2577.

50,000-watt FM, major market radio station desires an experienced **news director**. Send resume and demo tape to General Manager, WBCL Radio, 1025 West Rudisill, Fort Wayne, Ind. 46807.

**Honolulu, Tulsa, Indianapolis, South Bend.** Established Christian television network is in the process of expanding. Opportunities abound for the right individuals. Searching for: production managers, camera personnel, lighting director, audio persons, maintenance, on-air and production engineers. Those with a desire to serve, send resume to LeSea Broadcasting, PO Box 12, South Bend, Ind. 46624.

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## OTHER

Newly formed Christian **production company** seeks financial backers. We are committed to bringing the best possible films to the general public. We are also seeking screenplays and scripts—as well as resumes for production personnel, lighting, sound, stunts, casting, etc.—creative personnel, directors, producers, writers. For further information, contact Doug Lambert, PO Box 472, Portland, Penn. 18351. Phone: (717) 897-7412 or 897-6281. Jesus Christ Productions is here.

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# NRB 87

*Communicating Christ*



## T o t h e N a t i o n s

On January 31, 1987, National Religious Broadcasters will convene for the 44th Annual Convention and Exposition in Washington D.C.

For five days we will discuss at length many of our industry concerns, as well as enlighten you with the very latest opportunities available to religious broadcasters.

You'll have the opportunity to participate in over 60 workshops designed to educate those from all levels of experience and to address specific questions on television, radio, program production and owner/operator management.

The exposition consists of over 100,000 square feet of showroom space. More than 300 exhibitors will display state-of-the-art broadcast equipment, services, and new publications and demonstrate programming as well as other allied services. The NRB Expo has always been an unparalleled event within our industry, and this year promises to be the largest show ever.

As plans are being finalized for NRB 87, we would like to invite you and your fellow broadcasters to attend and participate. Make a note on your calendar now to join us January 31 - February 4, 1987. Write or call today for complete travel, hotel and convention details. 1-800-342-0476.

For further information call or write: NRB 87, CN 1926, Morristown, NJ 07960. (201) 428-5400. Ask for the NRB 87 info packet.

(Circle 125 on the Reader Service Card)

# LATE NEWS

COMMISSION DECIDES  
TO DROP MUST-CARRY  
RULES IN FIVE YEARS

On August 7 the FCC adopted unanimously new must-carry TV rules that are designed to expire in five years. Interim regulations that will likely begin next month will impact carriage of Christian TV stations by generally exempting any cable TV system with fewer than 20 channels, limiting systems with 20-27 channels to carriage of seven local stations and setting market share targets.

MISSION FRANCE WILL  
BE TELECONFERENCED  
LIVE TO 31 CITIES

Billy Graham will televise the September 20-27 Mission France crusade live from a 15,000-seat Paris stadium to 400 churches and auditoriums in 31 of the major French cities, only the second time a Graham crusade has been teleconferenced. Activities at each TV location will be "conducted like any live crusade," press spokesman A. Larry Ross said. In July, Graham announced plans for a similar worldwide TV-linked crusade (see page 8). Graham's first live TV crusade, in June 1985, linked 51 cities from Sheffield, England.

BLIND RADIO PREACHER  
DIED AUGUST 9 WITH  
CANCER, HEART PROBLEMS

A blind radio broadcaster, Ralph Montanus, Sr., died August 9 of cardiac arrest following several years of treatment for prostate cancer, a heart condition and other medical complications. Since 1947, Montanus, who was 66, spoke on the weekly 30-minute broadcast "That They Might See."

BRIGHT, MEESE AND  
OLFORD ARE LATEST  
CONVENTION SPEAKERS

Campus Crusade for Christ president Bill Bright will address the NRB board's annual meeting January 31, the same day NRB's 44th Annual Convention and Exposition opens (see page 14). U.S. attorney general Edwin Meese and Bible expositor Stephen Olford of Encounter Ministries, Memphis, will speak February 4 at an NRB 87 event, the Sixth National Prayer Breakfast in Honor of Israel.

ROBERTSON TO TELEWISE  
SPEECH ON GOALS FOR  
1988 PRESIDENTIAL BID

TV evangelist Pat Robertson will speak September 17 during a coast-to-coast, live videoconference from Constitution Hall in Washington, D.C., about his developing plans to run for the Republican presidential nomination in 1988, but will not announce a decision then, press spokesman David West confirmed. The CBN president is "expected to further define the decision making process and set certain goals" on which a likely candidacy will be based. A newcomer to political candidacy, Robertson wants to know about his ability to raise campaign donations and grassroots support, said West.





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