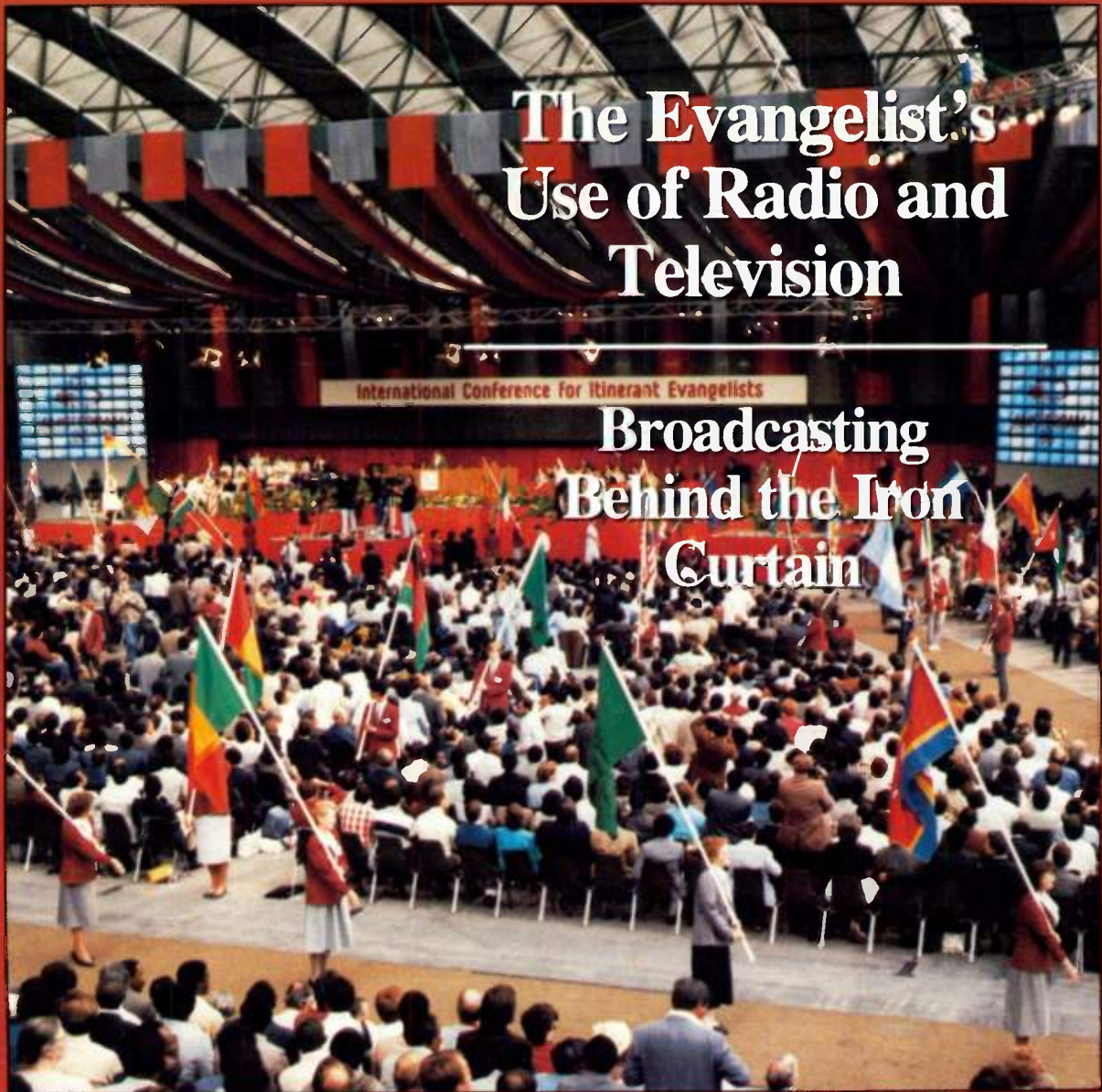


RELIGIOUS BROADCASTING

The Official Publication of National Religious Broadcasters

October 1986



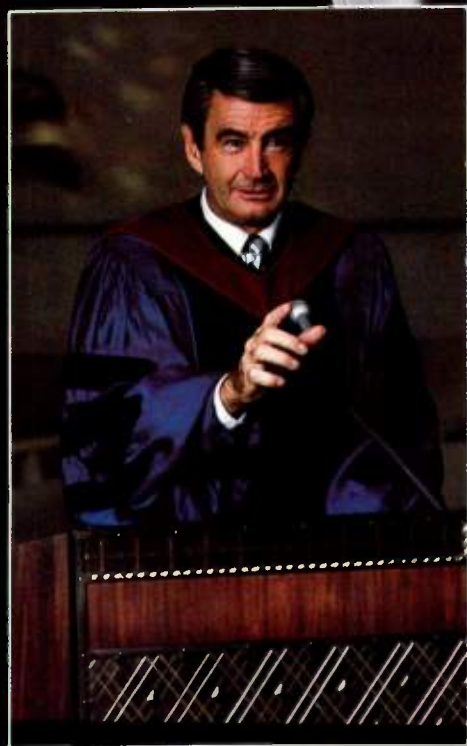
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Melanie Lococo interviewing assemblyman John Vasconcellos on KMJC Radio. A discussion on "What the Government is doing to promote "self-esteem"

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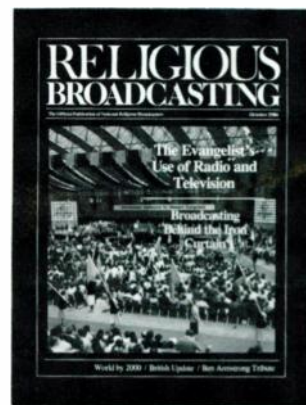
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The opening flag ceremony at the RAI Conference Center on July 12th launched **Amsterdam 86**. The International Conference for Itinerant Evangelists drew 10,000 attendees representing 174 countries. A story based on Howard O. Jones' Amsterdam 86 workshop speech begins on page 28. (Photo courtesy of World Wide Pictures)



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SIGN ON

Be Careful of Criticism



"Wast thou not afraid to stretch forth thine hand to destroy the Lord's anointed?"

David's question, addressed to the hapless Amalekite who helped King Saul's suicide to its completion, reflects a thought contained in one of the early psalms, written when the ark of the covenant was brought to Jerusalem from Obed-edom's house. "Touch not mine anointed, and do my prophets no harm."

Many of us would do well to review our conversation and our conduct as they affect other servants of our Lord. Irresponsible gossip, thoughtless criticism, a casual innuendo, or a rhetorical question can do life-long damage.

Shun gossip like the plague!

Some years ago, a visitor in my office named an outstanding Christian leader and said, "I hear his marriage is on the rocks." A few days later, that same Christian leader was on the telephone, saying he had heard that I said his marriage was breaking up, and he wanted me to know that he and his wife were very happy together, thank you! While I was glad to hear that good news, I wished fervently that I could have had a few choice words with the original gossip-monger!

Make it your rule: If you are going to speak of another believer, especially someone who is in Christian service, make it constructive, helpful, encouraging and above all *true*. Otherwise, keep still.

Touch not the Lord's anointed ... in criticism.

Criticism of another assumes a) that you know all about his problems and the circumstances that surround him, b) that you have the superior knowledge required to set him straight, and c) that you are without similar faults. All of us in Christian work have felt the sting of criticism from other brothers and sisters, well-meaning people who had not the faintest idea of what we were going through at the time, but who presumed to tell us—and the rest of the world!—what was wrong.

"Manifesting the truth *in love*" is the way Paul puts it. There is a loving way to say anything that needs to be said. As for the rest, forget it.

Touch not the Lord's anointed ... in questions and innuendo.

All you have to do to ruin a brother's usefulness is to ask a question: "Is he gay?" or "Is he having an affair, I wonder?" or "Is he having doubts about the Bible?" or "Didn't the deacons at his last church ask him to resign over money problems?" No, you did not actually accuse him of anything, but you planted the seeds of doubt in another's mind, seeds that can bear a terrible harvest!

Because we are in broadcasting, we need to exercise *more*, not less care in these matters. One word of ours can be carried in a moment's time around the world, for good or ill.

Let us be specialists in encouraging and building up our brothers! "Let all things be done unto edifying," Paul urges in I Corinthians 14:26. What this means is: Let everything you do help to build the other brother or sister up in Christ! So perhaps the other believer has faults. Leave them with the Lord in prayer, and specialize in loving, helping, encouraging, building.

Before you say another critical word, hear God saying, "Touch not mine anointed."

Robert A. Cook
President
National Religious Broadcasters

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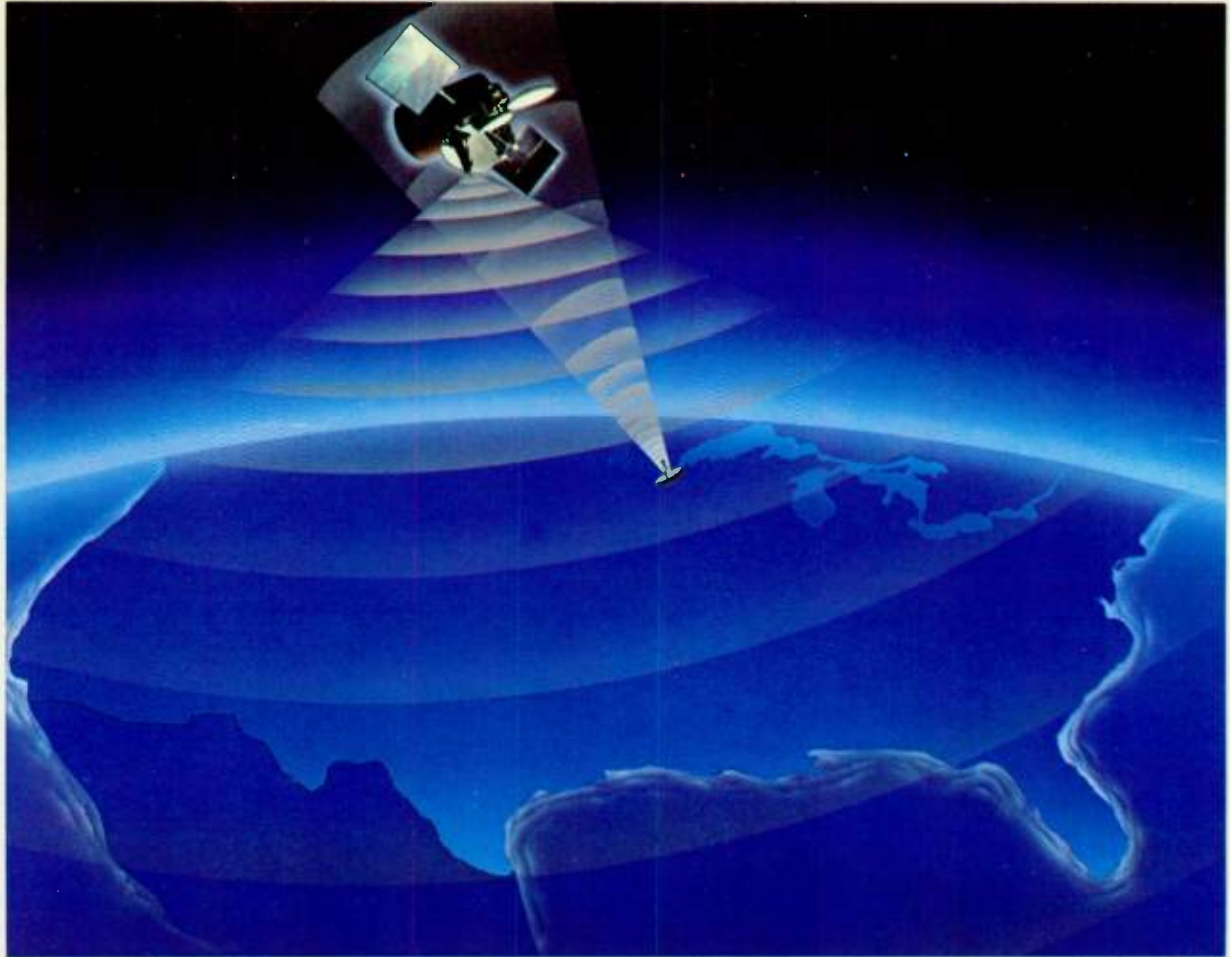
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NRB FORUM

Entertainment or Ministry?

Dear Editor:

I read "Amy Grant Answers Her Critics" with a great deal of amusement. We should all know that a real Christian "entertainer" uses talent to get the attention of people. At the end of their "act," their time of ministering to the needs of the people, up close and personally, is really what spreading the Gospel is all about.

If a Christian performer does not take the time to pray with and for, and try to lead the unsaved to the Lord on a one-to-one basis, then all they are doing is putting on an act.

I wonder why Pat Boone, Johnny Cash and Tammy Wynette do not have the same problem that Amy has?

Contemporary Christian music is here to stay. I knew that 12 years ago. There is a need for it. But some of the artists are just jumping on the "bandwagon," and I think they should get their acts (ACTS?) together.

May the Lord listen to the joyful noise, made on His behalf.

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

Dear Editor:

I appreciated the opportunity that you afforded Amy Grant to respond to the criticism of her ministry.

It is exciting for me to realize that she (was) a featured entertainer at the huge New York State Fair, (which was) held at the end of August in Syracuse. Additionally, for those who had the privilege, Dr. James Dobson's broadcast on Monday, August 4th featured Amy Grant in a very poignant interview.

In my position as general manager of a radio station, I often find myself in conversation with those who are critical of contemporary artists. Even in that discussion, there are differences of opinion as to what constitutes "contemporary."

I do think that Amy Grant has been able to get an audience with a market that might not otherwise hear her presentation of the Gospel, due to her music style. Certainly, the New York State Fair will never be the same!

Thank you for offering the opportunity to

someone who is in the limelight, and often misunderstood for her motives.

Sue Bahner
Vice President/General Manager
WWWG-AM/Rochester (New York)

(Bahner is president of the NRB Eastern Chapter, which will meet October 23-25 in Philadelphia.)

Views on News

Dear Editor:

Although there are more than 1,000 Christian radio stations in this country, less than one third of them subscribe to Christian news services. I believe this is disturbing because of the importance of information in our late 20th century civilization and the importance for Christians to be informed and in tune. "My people are destroyed for lack of knowledge," wrote the prophet Hosea.

Unfortunately, a lot of what passes for news on Christian radio today is commentary, usually conservative political commentary. Christian radio is fortunate to have several fine specialized news services available, staffed by committed, experienced Christian journalists. Forrest Boyd led the way with his International Media Service, followed by the UPI Religion Service and the USA Network.

Part of the problem may be perception of the news. Some people may be uncomfortable with it because of all the reports on left-wing media biases. They perceive that all news people do is agitate things and slant news events to their own purposes. ("You guys are just a bunch of coatholders," I remember one politician saying.) At the other extreme, the contemporary Christian music stations no doubt reflect the attitude of their FM rock role models, that news is dull and just takes time away from the music.

Those who agree that news is important may still have a problem getting the kind of news they want because they are non-commercial and tight budgets cut into important services. Commercial stations can add any feature they can sell but non-commercial stations have to redouble fund raising efforts to add new features, or else cut somewhere else. Stations may not believe their listeners expect news coverage, but some surveys have implied that many Christian stations are losing some of their audience to stations that have a strong news tradition because many people want to stay on top of events that may impact them.

The National Religious Broadcasters has broad responsibilities and has not done a whole lot for the specialized area of broadcast news. The Radio Television News Directors Association is an excellent organization for secular broadcasters but has failed to draw the attention of more than a handful of Christian broadcast news people. FCAME seems more directed toward fellowship, Bible studies and Christian growth, which is also important, but there needs to be an Association for Christian News Broadcasters (CNBA), working in conjunction with the three above-mentioned groups.

It's time for trained and experienced Christian news broadcasters to work together with those who are new to the field to better serve their listeners and thereby contribute in a more complete way to the cause of Christ. Christian journalists, more than any others should understand the importance of truth, and how it sets us free (John 8:32), and should be able to join together to challenge each other to higher standards of commitment and service.

I believe there is enough ferment in Christian broadcasting news operations today to make this a proposal whose time has come. I am looking forward to your support and assistance.

—Gordon Govier
News Director, WNWC-FM
Madison, WI

British Vision

Dear Editor:

Greetings in Jesus' Name!

Nearly three years ago the Christian Broadcasting Council of Great Britain was constituted at a meeting of invited Christians of all denominations in the historic House of Lords, London.

We are now making the first serious attempt in Britain to release the airwaves for the broadcasting of biblical Christianity. You are no doubt aware that the law does not permit a Christian to own a broadcasting station or even advertise events.

My vision is for a family viewing television channel, an alternative to the existing four channels.

Every blessing to you.

Frederick Grossmith
General Secretary, Christian
Broadcasting Council of Great Britain
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You also opened my eyes to political truth before the elections, and I have now become more involved than I've ever been in my entire life.

I am constantly witnessing to my friends about your station. I also have given out many of your listener guides. I use them in my work as an outreach leader in my church.

I praise the Lord for the programs you present to us daily.

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.

May God continue to bless you, your family, and ministry.

Love in Christ,

Beverly Atkins

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MEDIA WORLD

Bomb Explodes Outside Office of Beirut Broadcasters

BEIRUT, Lebanon (NRB)—A powerful explosion nearly destroyed the Beirut office of Middle East Lutheran Ministry, producers of the *Lebanon Lutheran Hour* radio program. The ministry was apparently not the bomber's target and staffers were not injured.

Morris Jahshan, *Lebanon Lutheran Hour* manager and a member of the Middle East Lutheran Ministry staff, reports that on July 10, at 9:30 pm, a timed bomb was placed under a British embassy car near the entrance of the new MELM office in East Beirut. British embassy staff personnel live on the upper floors of the building.

"We thank the Lord that no one was hurt except one person on the street," Jahshan said. "Our staff are all safe."

Jahshan said the explosion of the bomb was so strong it destroyed several cars of British embassy personnel parked nearby. It also caused damage totaling (U.S.) \$25,000 to the building in which the MELM office is located.

"Since our office is on the first floor, it was heavily damaged," Jahshan said. "All our glass on the west side of the building was shattered, as was the reinforced glass of the balconies." Shutters, frames, false ceilings and the main door were also damaged.

"Please continue to pray for us," Jahshan requested. The MELM office in Beirut includes facilities and staff of the *Lebanon Lutheran Hour*, which produces radio programs in Arabic that reach Arabic-speaking people throughout the Middle East with the Gospel. It also produces and distributes records and audiotapes of indigenous Christian music, Bible correspondence courses and Christian videocassettes. Throughout the 11 years of conflict in Lebanon, not a single broadcast of *Lebanon Lutheran Hour* programs has been missed.

The *Lebanon Lutheran Hour* is one of 19 overseas offices of the International Lutheran Laymen's League, an auxiliary of the Lutheran Church-Missouri Synod. The league's international headquarters are in St. Louis, Missouri.



Morris Jahshan, the *Lebanon Lutheran Hour* manager, displays a crumpled Volvo automobile trunk, remains from a powerful car bomb that exploded and heavily damaged the broadcasters' first floor office in Beirut. "Our staff are all safe," he proclaimed, adding that a pedestrian was injured and the building was "heavily damaged." (Photo from International LLL)

Radio Nuevo Mundo In Paraguay Acquired by FEBC

ASUNCION, Paraguay (NRB)—The Far East Broadcasting Company announced it began broadcasts from its newly-acquired transmitters in Asuncion, Paraguay, on August 1. A full schedule of broadcasting, 16-hours-per-day, will begin this month.

FEBC acquired 12 acres of land, one tower, studio buildings, and two transmitters. Engineer Cesar Acevedo, an evangelical Christian, holds the station and frequency title since Paraguayan law requires that it be held by a national of that country.

The station, known as Radio Nuevo Mundo (New World), with its 10,000- and 1,000-watt transmitters, has a potential listening audience of one-and-one-half million people in Paraguay, northern Argentina and southern Brazil. Gospel programming will be broadcast in six languages:

Spanish, Guarani, Korean, Chinese, German and English.

Jose Holowaty, director of Spanish programming at FEBC's KGEI/San Francisco station, has been assembling a staff of qualified evangelical announcers within Paraguay for the new station. Radio Nuevo Mundo "could become the focal rallying point" for the evangelicals in that country, said a FEBC source.

HCJB Developing New Antenna to Boost Signal Strength

QUITO, Ecuador (NRB)—HCJB World Radio's shortwave signal will increase up to four times when the mission's new north-south Americas antenna goes into service late this year.

Don Hastings, an engineer in HCJB's Technical Services Division, says the signal will increase even though the accompanying transmitter will continue operating at 500 kw.

"The new antenna is intended to supplement and partly replace our present antenna which can only divide the 500 kw signal, sending 250 kw north and 250 kw south," Hastings explains. "The new one will direct the full 500 kw signal either north or south."

"In addition, it will concentrate the signal about twice as much as the old antenna. Doubling the power as well as the antenna concentration will result in four times the signal in target areas."

Depending on which way the signal is directed, target areas will include southern Brazil, Argentina, Chile, the western United States and Canada, Japan and the Orient.

"In order to concentrate the signal beam to the maximum it will be allowed to skip over certain areas such as Central America and southern Mexico," he says. Other antennas effectively reach these areas.

Hastings adds that the new 315-foot antenna is specially designed to "direct the concentrated signal beam over the mountain ridges south of Pifo, Ecuador, thereby avoiding scattering of the signal from ridges, which happens with some of our other antennas."

(continued on page 10)

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(continued from page 8)

Steady progress has been made on the new antenna with four towers already erected while the reflector screen is more than half completed. The antenna is scheduled to go on-line for southbound signals by November. The north side is expected to be completed six weeks later.

HCJB World Radio is involved primarily in broadcasting and health care. From its international shortwave broadcasting site near Quito, HCJB is "Heralding Christ Jesus' Blessings" worldwide in 13 major languages.

The mission also operates two hospitals in Ecuador and helps serve the rural area through mobile medical clinics and community development.

Television program production is another of the mission's growing ministries. HCJB World Radio now has offices in more than 20 countries with local radio ministries in Europe, Panama, Texas and Ecuador.

Barrows Recovering After Surgery to Remove Skull Tumor

OKLAHOMA CITY, Okla. (NRB)—In mid-August, Cliff Barrows was released from Baptist Medical Center, Oklahoma City, following a recovery from surgery. Barrows directs the music, radio and television activities for the Billy Graham Evangelistic Association.

On August 5, surgeons performed a four-hour surgical procedure to remove a tumor attached to the skull behind the right ear.

The one-inch tumor was determined to be benign following removal from its position around the eighth intracranial nerve and facial nerve. Barrows has lost the hearing in his right ear, but doctors believe there will be no permanent paralysis to his face. A successful Carpal Tunnel repair was also performed on Barrows' right hand.

Barrows, host of the *Hour of Decision* radio broadcast, was in intensive care for several days, followed by an almost two-week hospital stay. A recuperation period of three months was recommended by physicians.

Barrows, who also serves as master of ceremonies and songleader at Graham's crusades worldwide, cancelled his participation in the Mission France campaign in Paris, September 20-27—the first crusade he has missed in over 40 years.

"Cliff is both my right and left arm in the ministry of evangelism," Graham said. "We are deeply grateful for the expressions of prayer that have come from all over the world from so many people. But, we need to continue to pray," he added.



Two long-time broadcasters, Ralph Montanus, Sr., (left), and Howard Estep died recently after lengthy illnesses.

Two Broadcast Preachers Die Recently After Lengthy Illnesses

MORRISTOWN, N.J. (NRB)—Two gospel broadcasters, Ralph Montanus, Sr., of the Gospel Association for the Blind and Howard Estep of the World Prophetic Ministry, Inc., died recently after lengthy illnesses. Both men preached for more than 40 years.

Montanus, who was 66, died August 9 of cardiac arrest following several years of treatment for prostate cancer, a heart condition and other medical complications. He was blind in one eye since birth and vision in the second eye was lost because of glaucoma when Montanus was 20 years old.

Since 1947, he preached a 30-minute radio sermon on the weekly program *That They Might See*, which was carried at the time of his death by 30 stations. The broadcaster's son, Ralph Montanus, Jr., who took over as president of the Gospel Association for the Blind, Delray Beach, Florida, in 1982, now hosts the program.

An autobiography of Montanus was published in 1985.

Howard Estep, who was 69, died July 15 after two years of medical problems that included heart bypass surgery and kidney failure. The cause of death was not reported by a spokesman for his World Prophetic Ministry organization, which is based in Colton, California.

A radio broadcaster for some 25 years, Estep added *The King Is Coming* TV pro-

gram to his schedule 15 years ago. A 30-minute weekly TV show, it was aired at the time of Estep's death on several TV stations, the PTL Television Network and the Liberty Broadcasting Network.

Estep's on-air replacement is Jerry Bryant, an Amarillo, Texas, pastor for 20 years, who has been appearing alternately on the program with Estep for the last two years. The new president of World Prophetic Ministry is the former vice-president, Raymond Ashmun. The broadcaster's widow, Marian Estep, is the new vice-president.

A noted authority on biblical prophecy, Estep wrote dozens of study booklets during his 46 years in the pulpit.

Lausanne Subcommittee Agrees to Cooperate With "2000" Group

CHARLOTTE, N.C. (NRB)—The Lausanne Committee for World Evangelization has given a boost to commitments by international shortwave broadcasters to help make gospel radio accessible to everyone in the world by the year 2000.

Members of Lausanne's Radio in Church Planting and Evangelism (RICE) subcommittee, recently offered to share information they are gathering on unreached language groups around the world that could be reached with radio.

Says HCJB World Radio audience researcher Phill Sandahl, "RICE's involve-

(continued on page 12)

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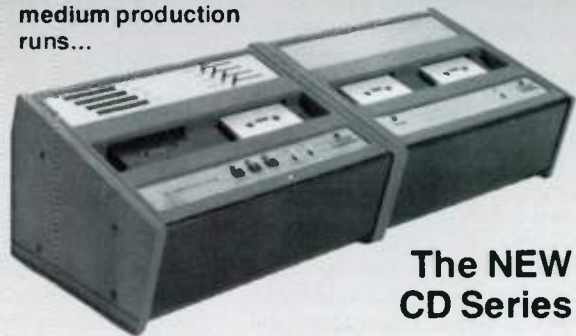
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(continued from page 10)

ment will speed up the data-gathering process and allow members of the 'World by 2000' Committee to spend their time working on technical matters like signal strength and present coverage."

Representatives of the four-member missionary broadcasting committee met July 1 to participate in strategic planning sessions for the World by 2000 commitment. In addition to HCJB, the World by 2000 Committee includes representatives from Far East Broadcasting Company, Trans World Radio and Radio ELWA (operated by SIM International in Liberia).

The committee is expected to present its findings to the four broadcasting organizations by January 1987.

Falwell Award From Porn Magazine Upheld By Appeals Court

RICHMOND, Va. (NRB)—A federal appeals court ruled August 6 that television evangelist Jerry Falwell is entitled to a \$200,000 award he won from *Hustler* magazine, even though the court agreed that the "adult" magazine had not libeled Falwell by portraying him as an incestuous drunkard.

The three-judge panel said that despite Falwell's failure to prove that the magazine acted with "actual malice," a current requirement of Supreme Court libel rulings, he could be compensated for "intentional infliction of emotional distress" by *Hustler* magazine publisher Larry Flynt.

Falwell hailed the ruling as denying "smut peddlers" First Amendment protections. "This landmark ruling brings to a screeching halt the obscene and yellow journalism practiced by the likes of Larry Flynt," he said.

Lawyers for *Hustler* said they did not know whether the decision will be appealed.

Flynt was hospitalized shortly after the ruling for an undisclosed ailment. Aides denied early rumors that he had suffered a heart attack or stroke, but would not comment on the nature of his medical problem.

Chicago Listeners Crowd WMBI Radio Studio for Anniversary

CHICAGO (NRB)—Chicago radio station WMBI-AM celebrated its 60th anniversary with a public open house on August 2. More than 1,500 visitors lined hallways waiting for the opportunity to tour the new WMBI/Moody Broadcasting Network (MBN) studio complex and meet their favorite radio personalities.



The multimedia International Christian Media Conference (ICMC 86) will be held October 13-17 at the scenic Kongressentrum conference facility (above) in Flevohof, a northeast suburb of Amsterdam, The Netherlands. Five hundred Christian communicators from 65 countries are expected, according to conference chairman David Adams of Trans World Radio's Intracare office. ICMC 86 was planned under the auspices of the World Evangelical Fellowship Communications Commission, which is "being restructured" (Photo from A. De Boer, Flevohof)

WMBI, flagship station for the Moody Broadcasting Network, is one of Chicago's oldest radio stations and one of the oldest religious stations in the country. It is a non-commercial, educational station supported by its listeners.

The Moody Bible Institute (MBI), parent organization of WMBI, began its broadcasting ventures in a "coincidental and dramatic manner," said a Moody source.

"In October 1925 two young men from WMBI were playing their cornets at a display at the Illinois Products Exposition in the Chicago Furniture Mart. Chicago radio station WGES was broadcasting live from the exposition floor. A violent storm caused the delay of the WGES musical talent." The program director drafted the MBI men to fill in for the missing talent.

As a result, WGES offered MBI one hour each week for its own program. Early in 1926 MBI began using the facilities of WENR, but on July 27, 1926, received a license to operate its own radio station. WMBI began broadcasting the following day.

One of the station's earliest programs, *Radio School of the Bible*, is still on the air, making it the nation's second longest-running radio broadcast.

MBI has gradually added to its network until today it owns and operates 11 stations in seven cities, including WMBI-FM/Chicago. Each of these stations is noncommercial, listener-supported.

In 1981 the Moody Broadcasting Network began a satellite-fed program distribution system which now supplies more than 260 radio stations from its Chicago studios.

Revivaltime World Prayer Meeting to Be Nationally Televised

SPRINGFIELD, Mo. (NRB)—The Revivaltime World Prayer Meeting anchor service will be carried live on national television this year, a "first" in *Revivaltime* history.

Assemblies of God general superintendent G. Raymond Carlson will participate in the program, calling the denomination to prayer for spiritual revival.

The hour-long service will originate November 23 from Capital Christian Center, Sacramento, California. Two Christian TV networks—PTL and TBN—will telecast the service via satellite to participating churches across the country.

**IN MEMORY OF
DR. RALPH MONTANUS**

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NRB NEWS

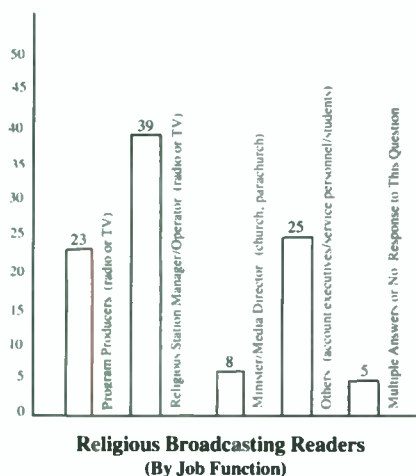
Magazine Survey Found More Than 27,000 Broadcasters Are Readers

MORRISTOWN, N.J. (NRB)—The "average" *Religious Broadcasting* magazine reader—and there are more than 27,000 of them—is a middle-aged, male, broadcast professional, residing somewhere in the western United States, who is somewhat more likely to identify himself as being Baptist, nondenominational or Assemblies of God than any other religious grouping.

In addition, he reads each magazine faithfully, distributes his copy to another person, approves or recommends purchases for his organization and finds that *Religious Broadcasting* has "considerable or some impact" on his broadcast ministry operation.

These facts are among the preliminary results of responses to a readership survey inserted in the June issue, which yielded 209 responses, for a 2.1 percent return on the roughly 10,000-name circulation mailing.

The greatest majority of respondents (59 percent) said they were between 31 and 50 years old. Another one-fourth (26 percent) identified themselves as over 50 years old and a smaller number (14 percent) said they were under 30 years old. (As with each question, a number of responses were left blank; one percent for this question.)



It was clear from the survey results that most *Religious Broadcasting* readers are broadcast professionals already involved in radio or television ministries of some kind. The majority (89 percent) were males, most of whom (39 percent) identified themselves

as a manager/operator of a religious radio or television station.

The second most-noted job function (see graph) was listed as "other" (25 percent), a category that included advertising account executives, service agency managers and broadcast students.

Another one-fourth of the respondents (23 percent) identified themselves as a radio or television program producer. Media ministers, parachurch broadcast directors and those with either no response or multiple answers were also identified.

More than half of the respondents (58 percent) said they live somewhere in the western United States. Four out of ten said they live in the east or southcentral United States and the others are international readers. By region and percent, the survey found these details: Midwest, 27 percent; West, 20 percent; Southwest, 11 percent; Southeast, 20 percent; East, 17 percent; Southcentral, 3 percent; and International, 2 percent.

NRB has regional chapters in all six of those U.S. divisions and affiliated broadcast committees and organizations in several nations.

The survey found a significant diversity of denominations represented among readers, including evangelicals, charismatics, and mainline churches. Most of the respondents identified themselves as Baptist (28 percent), nondenominational (16 percent) or Assemblies of God (10 percent). Presbyterian, Methodist, Evangelical Free, Lutheran, Roman Catholic and Episcopal denominations were also identified by the survey.

Most *Religious Broadcasting* readers (63 percent) said they have been reading the trade journal for three or more years. Eleven percent have been reading the magazine for less than a year, the survey also found. Three-fourths of the respondents (76 percent) said they read each of the 11 annual issues and half (51 percent) said they spend between 30 and 60 minutes reading an average issue.

Based on a 10,000-subscriber press run and the 209 responses, there are approximately 27,400 *Religious Broadcasting* readers. Four out of ten respondents (41 percent) said one other person reads the magazine they receive. Another one-fourth (26 percent) said two others read their copy. Eight percent of respondents said five or more persons read their magazine.

Three-fourths of respondents said they

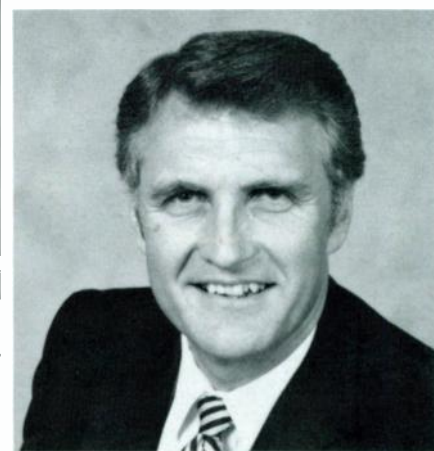
either approve (46 percent) or recommend (28 percent) purchases for their organization. Another 20 percent said they select purchases and the others had no response. Almost one-fourth of respondents (23 percent) said they have purchased a product or service as a result of a *Religious Broadcasting* advertisement during the previous year.

The readership survey was also sent by third-class mail to 5,000 subscribers. Those responses have not yet been tabulated and are not included in this report.

Hocking Will Preach At Sunday Worship During NRB 87

WASHINGTON, D.C. (NRB)—Dr. David L. Hocking, speaker on *The BIOLA Hour* radio broadcast, will speak at NRB's 44th international Convention and Exposition, as preacher for the Sunday morning worship service on February 1.

Dr. D. James Kennedy, a radio and TV preacher from Coral Ridge Presbyterian Church, Fort Lauderdale, Florida; Dr. J. Vernon McGee, president of Thru The Bible Radio Network, Pasadena, California; TV evangelist Jimmy Swaggart of Baton Rouge, Louisiana; and NRB president Robert A.



David L. Hocking will speak at NRB 87.

Cook, a daily radio speaker on *The King's Hour*, Tannersville, Pennsylvania, will also interpret the five-day convention theme—"Communicating Christ to the Nations"—

(continued on page 31)

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SATURDAY NIGHT ALIVE. Ron Hutchcraft, veteran director of Metro New York Youth For Christ, hosts this one hour, contemporary discussion of youth topics like teenage suicide and coping with separated/divorced parents. Live call-ins are featured once a month. 9:00 PM Central.

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The Most Frequently
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NRB'S Comprehensive Benefits Plan

NRB provides an excellent medical, dental and vision care package for its membership. This package, the Comprehensive Benefits Plan, offers NRB members exclusively the best possible medical protection in today's market. The plan was developed in conjunction with Continental Benefit Company. The claims are administered by W. J. Jones Administrative Services, Inc. and reinsured by the Hartford Group.

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

BY MAURICE PRINDIVILLE



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

Will this plan cover my hospital bills?

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

Will this plan cover all my doctor bills?

Yes. The program will cover 80 percent of all doctor bills until \$1,500 is spent out of pocket. Thereafter, the program will pay 100 percent of all doctor bills up to \$1,000,000.

What is the deductible?

The deductible is \$100 per person, limited to \$300 for a family in a calendar year. The deductible is all inclusive and can be applied to doctor's visits, dental and vision care and prescription drugs.

What are the maximum out-of-pocket expenses?

In no event will the covered out-of-pocket expenses per covered individual, after the application of the deductible, exceed \$1,500.

Is there life insurance?

Yes. \$20,000 of life insurance is provided for each member of the plan.

Is there other coverage besides physician and hospital care?

Yes. There is dental coverage includes examinations, X-rays, extractions, oral surgery and more. There is also vision care which partially covers vision analysis, frames, lenses and contact lenses.

Who backs the Trust?

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

Does this program cover pregnancy?

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

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

Yes. With all maximum benefits per covered person of \$15,000 for in-patient and out-patient in a calendar year.

What is the cost of the program?

For single person coverage, the cost is \$75 and family coverage is \$150. The size of the family does not affect the cost of coverage. **This cost covers all benefits provided by this plan—full hospitalization, physician care, dental and vision care, prescription drugs and \$20,000 of life insurance.** There are no additional costs or fees.

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

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

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

Ben Armstrong: 20-Year Tribute



Benjamin Leighton Armstrong

A Synopsis

- 1966 - Present Executive Director, National Religious Broadcasters, Morristown, New Jersey
Executive Editor, "Religious Broadcasting" magazine
- 1985 Dove Unity Award, Malacanang Palace, Manila, Philippines
Award of Merit, Western Chapter, NRB, Los Angeles, California
Inauguration of Benjamin L. Armstrong Scholarship Fund at Wheaton College School of Communications, Wheaton, Illinois by Statewide Broadcasting
- 1984 Hispanic NRB [HNRB] Award, Washington, D.C.
- 1983 Editor, "Religious Broadcasting Sourcebook II," NRB, Morristown, New Jersey
PTL Award for Outstanding Christian Service, Charlotte, North Carolina
Tunghai University Award, Republic of China
Institute of Chinese Culture Award of Excellence, New York City
President and founder of the Chinese-American Christian Friendship Alliance (CACFA), Taipei, Republic of China
- 1982 Faith and Freedom Award of Religious Heritage of America, St. Louis, Missouri
- 1981 Distinguished Lectureship in Communications, Wheaton College Graduate School, Wheaton, Illinois
- 1980 Tele-Missions International Service Award, Nyack, New York
- 1979 Author of "The Electric Church," Thomas Nelson, Nashville, Tennessee
- 1978 Editor, "Religious Broadcasting Sourcebook I," NRB, Morristown, New Jersey
- 1977 The Living Bible Award by Ken Taylor, Tyndale House Publishers, Wheaton, Illinois
Tenth Anniversary Citation, Far East Broadcasting Company, La Mirada, California
- 1974 Headed radio and television coverage of the Lausanne, Switzerland International Congress on World Evangelization
- 1968 Founders' Day Award from New York University, New York City
- 1958-1966 Director of Radio with Trans World Radio, Chatham, New Jersey, and Monte Carlo, Monaco

Printed as a surprise tribute by the staff of Religious Broadcasting

"I've just now learned that you're marking 20 years with National Religious Broadcasters, and I want to congratulate you and to say thanks. You know that I speak from experience when I say your devotion to this country and especially to its moral well-being is simply splendid. You have done a great job of building NRB from a few members to its present, impressive size. You understand that unless the Lord builds the house, we workmen labor in vain. For being the patriot that you are, the man of God that you are, my thanks. May He bless you and Ruth as you start your next 20 years."

—President Ronald Reagan

"Congratulations on twenty glorious and faithful years of service and leadership to NRB. You are a father and brother to all of us in religious broadcasting. May God give you many more years."

—Billy Graham

"I count you as a dear personal friend and want you to know how deeply appreciative I am for your dedication to spreading the Gospel through broadcasting ... You are to be commended for "taking the bull by the horns" and seeing to it that we broadcasters have been treated with more respect and credibility."

—Jerry Falwell

"You have been a catalyst in bringing together people engaged in all forms of Christian communication and have welded together an association that has become the hallmark of evangelical outreach. Your open availability to persons of all facets of Christian communication has given to you a position without peer in international communications ..."

—Thos. F. Zimmerman

"You have been instrumental in helping to formulate, guide and direct the greatest thrust of the Gospel this world has possibly ever known ... perhaps no other man could have done more to meld the different organizations, denominations and efforts into one giant 'team thrust.'"

—Jimmy Swaggart

"I am certain that the Lord Himself hand-picked you for the job."

—Fred Dienert
Walter Bennett Co.

"Some men are given commendations reluctantly; some men purchase their commendations; but some men earn theirs. Dr. Ben Armstrong has earned and deserves the highest recognition and praise for a job well done through the years. Thanks, Ben, and may the

Lord help you to keep on going on."

—B. Sam Hart
Grand Old Gospel Hour

"Hearty congratulations upon your completion of 20 years of dedicated service and stellar performance in the work of National Religious Broadcasters! ... It took vision and courage to accept a ministry fraught with daily challenges and uncertainty. You saw however, with the eyes of the Spirit, the awesome possibilities in what you call 'the electronic church.' More than an association of believers who had learned to use modern means of communication, you saw NRB as an arm of the church that could exert enormous power for God and for good in years to come. These 20 years have demonstrated how wise your decision was."

—Robert A. Cook
President, NRB

"I have come to know, respect and have a deep affection for 'Dr. Ben.' He is a renowned student and historian of religious broadcasting in this country (and, indeed, throughout the world). Moreover, he is the voice, guiding hand and conscience of our association. Finally, and most importantly, Ben Armstrong, by

(continued on page 18)

by Anne Dunlap

Just tell Ben Armstrong something cannot be done. You won't have to wait long for the "Why not?"

That "Why not?" has, through the past 20 years, alternately motivated, angered, driven, frustrated, encouraged and inspired the countless thousands of individuals who today personify religious broadcasting.

That "Why not?" has seen religious broadcasting grow from an apologetic fledgling in a battle for air time in the early years to where, in the 1980s, it is as much a part of Americana as apple pie—and growing.

Twelve hundred strong in organizational members today, as compared with 104 when Ben Armstrong was appointed chief executive in September 1966, National Religious Broadcasters now wields a well-respected voice in the broadcast communications industry nationwide and serves as an inspirational role model throughout the world. The "Electric Church," a term coined by Armstrong in his book of the same name, is teeming with life, and not a small part of credit should go to Ben Armstrong for keeping it alive.

The pioneers came in the 1940s—the William Ward Ayers, the Charles Fullers, the Walter Maiers—presenting their case for the freedom to broadcast the Word of God on the national airwaves and laying the groundwork for the future. In 1966, the Executive Committee of a somewhat insular NRB decided upon Ben Armstrong as chief administrator, the man most likely to champion their cause and carry its message into a non-listening world.

He started on a small scale. Working from an office in his New Jersey home, he literally presided over a "kitchen cabinet," with a part-time secretary and a \$9,000 budget his first year. Twenty years later, he directs a full-time, permanent staff of 25 at the national headquarters in Morristown and oversees a budget approaching one-and-a-half million dollars.

Dr. Armstrong's long-time friend and mentor, the late Dr. Eugene R. Bertermann, captured the feeling of those early days. Recalling the lean years when both a staff and a treasury were non-existent, Bertermann once said, "It wasn't much to offer a prospective executive secretary, but we prevailed upon him to make his mission and NRB's one and the same.

"What attracted us to him was his faith, his vision and his willingness to go further

(continued on page 27)

his every thought, word and deed—is a true servant of the Lord."

—Richard E. Wiley
former FCC Chairman

"I arrived at NAE just a few months after you arrived at NRB. It's hard to realize that 20 years have come and gone, but you can't argue with the calendar ... Your vision for Christian broadcasting has served as an effective catalyst to advance the Gospel by means of radio and television. As a result, NRB is deeply appreciated within the evangelical community."

—Billy A. Melvin
Executive Director, NAE

"I wish to congratulate you, my dear soul brother, on this joyous occasion ... I pray God's richest blessing upon you as the executive director of NRB, an organization that continues to grow under your dedicated and spiritual leadership."

—Howard O. Jones

"You have brought to your work as NRB executive director a very special combination of faith, commitment and professionalism, which is admired and appreciated by all your colleagues."

—Russell Barber
Religion Editor, WNBC-TV/New York

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—Alex Leonovich
Executive Secretary
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"As one of the founding members of NRB, Back to the Bible has felt very close to you over the years. We certainly do pray for your ministry."

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—Bob Bowman
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UNIVERSAL

So, You Think You're In The Broadcast Business?

The next time someone asks you if you're in the broadcasting business, shout "No!"

by John M. Cummuta

Is IBM in the computer business? No! Is Federal Express in the parcel-post business? No! Is United Airlines in the airline business? No! Are you in the broadcasting business? No!

Have I lost my mind? No! I'm illustrating the most fundamental principle of marketing in this series on basic marketing concepts for your ministry.

Marketing is a process, and every process has a beginning. For marketing, that genesis is in the identification of the business or ministry for which the marketing plan is being developed.

Business Identity

"Identification of business" may sound like a silly term, since you are probably already doing whatever your ministry does. So the identification of the ministry's business would seem evident. But look back to my queries and answers in the first paragraph.

Is IBM in the computer business? Well, they manufacture and distribute computers, but, from a marketing standpoint, that is not the business they are really in. Why not?

Marketing efforts are always driven from the customer's perspective. They are constructed to identify and meet real or perceived needs in the target marketplace. The identification of the business must be from the customer's vantage, and in terms of his or her needs.

This is critical. So often we are running around, with a good heart, saying, "I want to get this person saved; I want to be a soul-winner; God wants to see this person come to Him; Our church needs to get more members, so we can afford to build new Sunday-school classrooms, etc." Notice that *none* of these intentions take into consideration the feelings or needs of the target persons.

This may shock you, but there are a lot of pretty nice people, living all around you, who do not care whether or not you "get them saved." They, with all due respect, are not particularly concerned that God wants them, nor do they care less that your church needs more classrooms. Your

intentions, as well-meaning as they might be, are not directed at needs already felt by or easily perceived by your target persons.

They are dealing with loneliness, emptiness, lack of meaning and other openings for the Gospel. But they do not perceive them in the same terms that you are selling—so, no sale.

It is a matter of perspective and sensitivity. Have you ever been approached by a salesperson whose every move indicated that his main concern was the sale and the commission? Did this put you off?

On the other hand, have you ever been serviced by a real pro, who seemed to be able to frame every feature of what he was selling in terms that directly related to needs in your life? Do you remember how he or she made you feel that buying their product or service would be a genuine solution to some problem of yours, and that it was obviously the right thing to do? That is because, from a marketing standpoint, he identified his business from *your* perspective.

Is IBM in the computer business? No! IBM is in the "solving-the-data-and-text-processing-and-storage-needs-of-businesses" business.

The customers—those businesses out there with piles of information to keep track of—do not care a bit about transistors, IC's, keyboard design, display technology or software advances. They are not interested in *computer* features or developments. They only know that they have problems or needs that relate to information processing and storage.

So IBM, being a savvy marketing company, projects itself as the most-qualified solver of those exact problems.

You will probably never hear an IBM commercial talking about how many "K" of memory its products have, or how fast their processors are. While their machines are among the slowest yet most highly-priced computers on the market, they own the lion's share of the business. Why?

Because IBM says, "Mr. Businessperson, you need to get a better handle on your financial data, so that you can effectively manage your business. You need to have

word processing and database capabilities to better communicate with your customers. We will help you successfully accomplish that, and we will be with you every step of the way; we will use our time-proven technology to solve *your* problems."

IBM does not come across as the "computer" company, but rather as the "business-problem-solving" company. The identification of their business is done from the *customer's* perspective.

The railroads in America nearly became extinct because they thought they were in the "railroad" business. What the marketplace needed and wanted was someone in the "moving-freight-and-people-from-here-to-there" business. While the railroad people nostalgically spoke of "ribbons of steel" and the "iron horse," along came independent truckers, airlines, package delivery firms and other businesses that correctly perceived the needs of the market and promoted themselves to meet those needs—not their self-perceived images.

Collectively, these newcomers tore most of the traffic away from the railroads, not because the railroads could not have met the needs of the marketplace, but because the railroads had not tried to see themselves from the perspective of the marketplace. They never properly identified their business.

Market Identity

Specific identification of your target community is adjunct to proper identification of your ministry's business.

The two concepts are intertwined, because you cannot effectively pinpoint the nature of your business—that is, in terms of the target market's needs you intend to meet—until you know what that target market segment is.

For instance, you cannot just say you are in the "clothing-for-young-women" business, because there is a world of difference between fashions for young black women and young Hispanic women. If you have not made those distinctions in your own mind, how can you expect the public to

have a clear image of you? It is that image that will or will not motivate them to respond to your marketing efforts.

You have to play the two identification processes simultaneously. First give your business a general label; then describe the target market for that business. Examining its particular characteristics helps you to refine your business identity.

The more specifically you describe your ministry in terms of the target market at which it is focused, the more clearly you can specify that target market's precise characteristics and needs.

The advantages of this effort become plain. The more clearly the public can perceive what segment of the marketplace you have targeted, the more likely the people within that targeted segment are to participate in your ministry. Obviously, the public will never clearly perceive your focus if you do not have one.

Suppose you have identified your business, and it's aimed at Hispanic women, 18-34 years old. You will now be able to design every element of your business to project that image clearly.

The sign in front of your store, the layout in the display window, the design of the store's interior, the clothing worn by your salespeople, the ages and ethnicity of your salespeople, the design of your letterhead, the design of your newspaper or direct-mail ads, the sound of your radio commercials and the way your people answer the phone, should all reflect the same image to the same target market.

Even what section of what newspaper, what daypart of what radio station, what zip codes for what mailings you decide on are all dependent on proper identification of the exact target market and the needs you intend to meet.

Ministry Applications

Both Jesus and St. Paul used these concepts. They knew exactly to whom they were speaking, and they tailored the message and its presentation to that target audience. Paul took it a step further. Seeing himself as the Apostle to the Gentiles, he packaged himself as a Roman and couched the logic and concepts of his messages in Roman and Greek terms. He also brought his audiences the Gospel as the answer to *their* needs, not his.

Paul correctly identified his business—and his target market.

Understanding this process and the marketing function as a whole, will benefit you on two levels. You will better understand how to relate to your prospects, and to the communities in which they live.

Applying these principles, we begin to see that you are not in the "program" or "evangelism" business. It is not a matter of tape recorders, engineers, computers, printing, mailing, speaking, etc.

It's a matter of serving your constituency, your target market, by being in the "filling-the-empty-void-in-your-life-with-Jesus" business, or the "helping-the-Christian-walk-through-the-realities-of-this-life" business, or the "calling-the-upscaled-business-executive-away-from-hedonism-to-his-Savior" business, or whatever the aim of your ministry —from the customer's viewpoint.

Like IBM, identify and conduct your ministry from the perspective of your target market's needs. Then the next time someone asks you if you are in the broadcasting business, shout, "No!"



John M. Cummuta is vice president and general manager of WCFL-AM/Chicago. He is author of *The Church and Ministry Marketing Manual* (1985).



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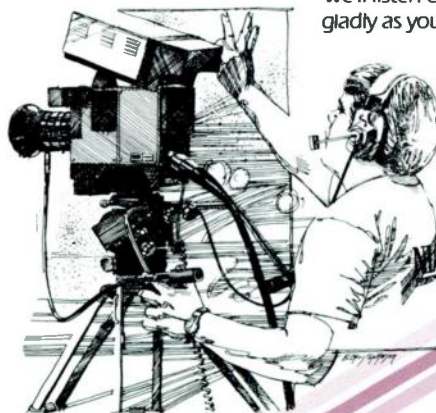
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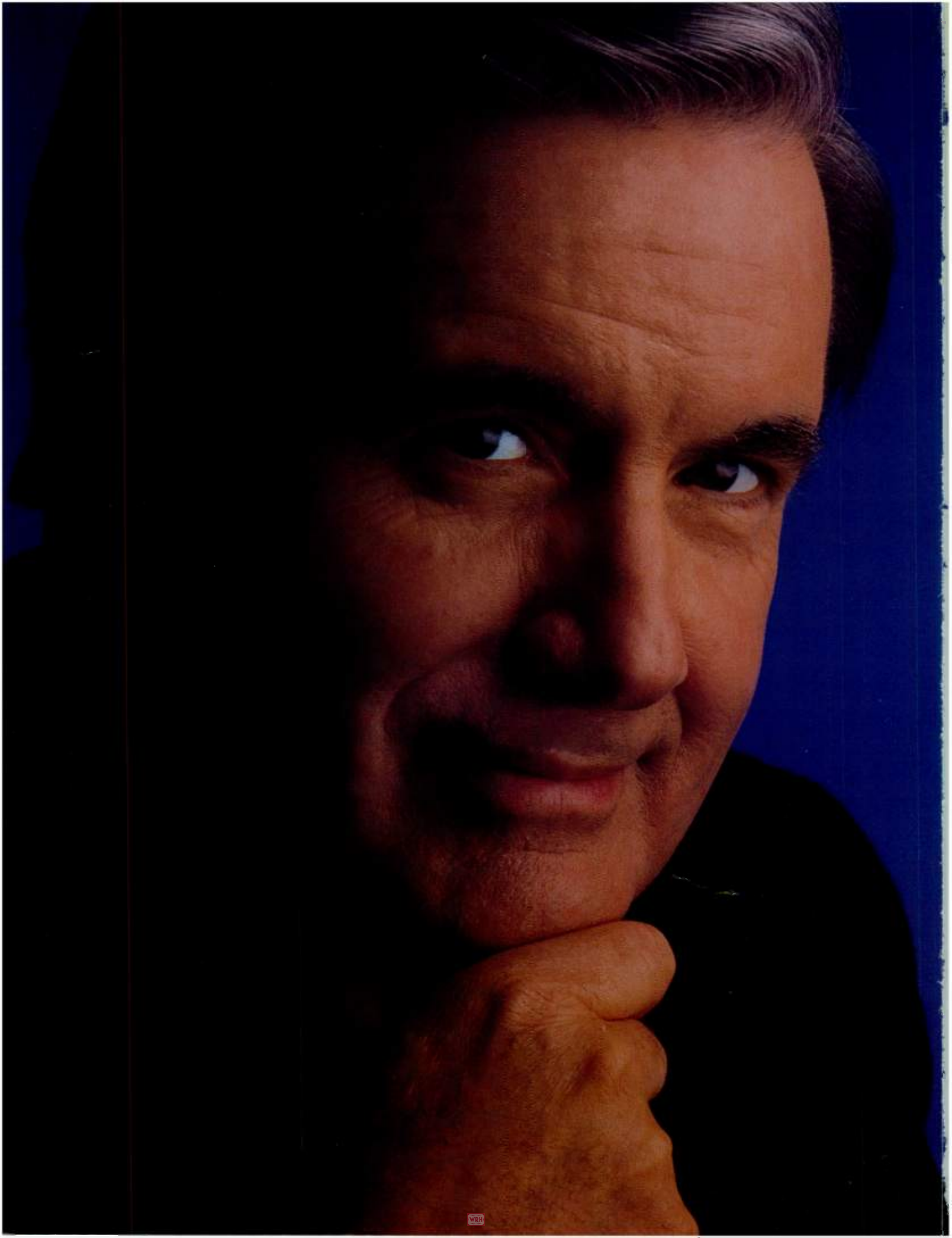


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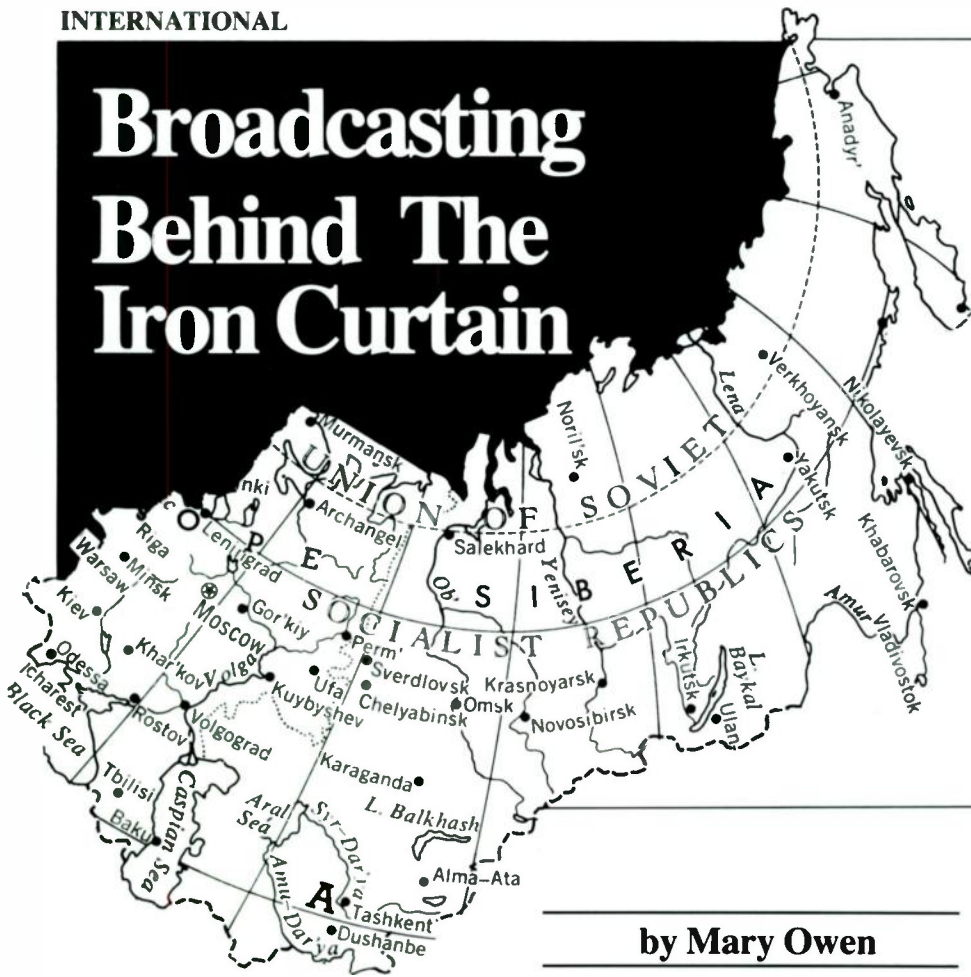
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Broadcasting Behind The Iron Curtain



by Mary Owen

The Berlin Wall was erected just 25 years ago, on August 13, 1961. Even though people cannot penetrate freely behind the so-called Iron Curtain, the "war of words" is being won, in part, by dedicated Christian broadcasters whose programs cannot be stopped by barbed wire.

Two-thirds of the world's population live in nations where traditional missionary activity is prohibited, according to Far East Broadcasting Company's president Robert Bowman.

"Millions today do not have missionaries close at hand," he says. "Others are not granted freedom to assemble for worship. Still others would not visit a church or speak with a Christian."

Bowman says international radio ministries have been given the privilege to speak to citizens of these countries, "in the privacy of a home, at the individual's own convenience." Millions are able to tune to the voice of a friend, someone who cares.

According to Alex Leonovich, executive secretary of Slavic Missionary Service, approximately 85 percent of new Russian converts baptized in 1984 were introduced to the Gospel by Christian broadcasters.

"God has given us the opportunity of a lifetime," stresses Leonovich. "Through our mutual concern, we can meet the challenge of the hour as we reach the Slavic multitudes with the message of God's peace."

Is American radio ministry doing enough to meet this challenge? Currently, there are four principal broadcasting

facilities which reach into the Eastern bloc: International Broadcasting Radio Association (IBRA), owned by 550 Swedish churches with headquarters in Stockholm, (a time broker that buys time blocks from other stations); Trans World Radio (TWR) transmitters in Monte Carlo, Cyprus, Swaziland, Sri Lanka, Guam and Bonaire; Far East Broadcasting Company (FEBC) on Cheju Island and the Philippines; and World Radio Missionary Fellowship (HCJB), Quito, Ecuador.

In addition to these, smaller radio ministries in the U.S. abound, such as that of Slavic Missionary Service, Slavic Gospel Association and Word to Russia.

But despite the great U.S. push to reach Russia's 274 million people with radio programming, Russia seems to be winning the "war of words" in terms of total power and hours of radio broadcasting to the Eastern Bloc countries, claims *U.S. News and World Report*.

In an October 7, 1985 article, the magazine noted the Soviet Union broadcasts in 81 languages via nearly 300 transmitters throughout the U.S.S.R. and Bulgaria. In contrast, the United States broadcasts in 45 languages via 160 transmitters on 60 sites. In Africa, the U.S.S.R. broadcasts in nine languages to the U.S.'s three; in In-

dia, the U.S.S.R. broadcasts 12 to the U.S.'s three.

In China, the U.S.S.R. broadcasts 24 hours daily to the U.S.'s nine hours daily. And in the U.S.S.R. itself, Russian counterattacks Voice of America's 16 hours daily with 24 hours of broadcasting daily.

With statistics like these, it is easy to recognize the importance of shortwave radio as a means of communicating ideas to those caught inside the "word-war-zone." Billions of dollars and rubles are spent by both countries in this "shortwave showdown."

Michael Lokteff of Word to Russia notes that in spite of their impressive statistics, *U.S. World* did not mention the importance of Christian radio programs in "changing the hearts and minds of the people."

FEBC's Rudy Vins says there are an estimated 39,000 radio churches in the U.S.S.R. today. With restricted access to church buildings, pastors, songbooks and, in some cases, Bibles, worship centers around shortwave and some medium-wave radio sets.

"Shortwave radio is the main reason that the church in the U.S.S.R. is vital, healthy and growing despite the many legal restrictions under which it oper-

ates," says Vins. As a main avenue for preaching the Gospel, Vins claims radio ministry to be a tool nobody can take away. "Every soul is reaching out for peace in his or her heart," says Vins. "That's what radio ministry is all about."

Lokteff adds that, with regard to this outreach, people in the United States sometimes have very little sense of what they can do to help create a positive effect between their country and the U.S.S.R.

"How many Americans speak Russian?" asks Lokteff. "Yet, in Russia, many study English. We're trying to bridge that gap."

Word to Russia, which broadcasts five hours weekly under FEBC, concentrates its ministry on what Lokteff calls a Russian tradition—reaching children who have no other means of learning about Christianity due to the lack of Bibles in the U.S.S.R.

Word to Russia's second thrust is to the educated, professional members of the working class. "There are no Yuppies in Russia," notes Lokteff. "These are people who have been searching, but have been fed a lot of misinformation about religion."

Lokteff says these people have a one-sided picture, viewing people of faith as fanatics, voodooists—all negative aspects of believers gleaned from the teachings of their Marxist society. "We use famous people in the West as examples," he says. "We use them to show there are men of science and letters, respected for their achievements, who feel it's okay to show their faith."

"Many believers have a twisted concept (of Christianity) because of their training," he adds. "They never hear that someone like C.S. Lewis was a very devout Christian. They may get a translation of his fables, but they may not even know what the fables are all about unless they have some Christian background."

Like Word to Russia, most radio ministries focus their broadcasts to provide information to those caught behind the invisible walls of Communism, a hard task eased by the knowledge they are not alone in their efforts. But is this ministry effective?

Dale Smith, formerly with FEBC and now president of East West Fellowship, says there's no way of knowing how effective radio ministry to Russia is because broadcasters cannot always return letters to the people who write to them.

"Radio programs need to be done in such a way that they present the maximum amount of answers to the people without some kind of follow-up," says Smith.

Another problem centers around some

130 languages in the Soviet Union. Programs must be broadcast in all of the minority languages as well as in Russian to be effective. Too often, he says, Russian is viewed as the language of the oppressor or invader.

Cultural Sensitivity

"I speak two languages outside my own, but when I want to read the Bible, I read it in my own language," explains Smith. "I think radio programming is more effective when you can do it in a person's own language."

Smith appreciates two groups of people in the U.S.S.R. who are essentially Christians: Ukrainians and Russian Germans (of strong Pentecostal, Baptist, Mennonite and Lutheran background).

"Where they have gone, they have brought their religion with them," says Smith. "My vision for a long time has been to reach these minority language peoples, and I know there's only one way to possibly do it—through radio."

Broadcasting with cultural sensitivity may be the most progressive way to reach Russia's 20 million Muslims, as well as the vast numbers of minority non-Christian groups. Finding people who can produce such broadcasts is not easy. Yet, in the face of such difficulties, Smith's dream is fast becoming a reality.

Programs in some 90 languages and dialects are being broadcast from FEBC's shortwave and medium-wave transmitters to some 100 countries. IBRA broadcasts from about 80 stations in 60 languages. TWR's transmitters in six locations almost cover the globe with broadcasts in about 75 languages, and HCJB broadcasts in 13 languages.

To reach remote areas of China and to blanket the Soviet Union with 8.6 million miles and 11 time zones, broadcasters are utilizing transmitters that can cut into frequently-cluttered airwaves. Often, their efforts are thwarted by Soviet jamming of transmissions to keep out undesirable broadcasting.

In spite of its threat to Communist ideology, Christian programming continues to reach out to the surge of new Christians joining their more established peers, Lokteff says.

For the majority of citizens in the U.S.S.R., who live without any religious understanding, radio brings encouragement, excitement, and hope to the disillusioned and insecure. Radio creates miracles where there otherwise would be none and provides the voice of friendship to all who listen.

(continued on page 26)

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Soviets Respond

Many listeners reach out to broadcasters from behind the Iron Curtain through letters which often are monitored by the authorities. The following examples reflect both perspectives:

"Last Sunday night, I was listening to your broadcast for the first time. What I heard in it deeply affected me. Here in the Soviet Union, as a rule, (the) Gospel is not preached among the young people, therefore I had no way to acquire faith and come into the fold of the church. To tell you the truth, I never had faith because the things of God are so hazy in my mind, and the only picture of Jesus I ever saw was on the canvasses of great artists. Religion is not against the law here, therefore may I ask you to help me to believe in God and Jesus Christ?"—Irena, 18 year-old student (to FEBC).

Dear Friends, your work is very important, needed and beneficial. Right now in our land, we don't have full freedom to preach the Gospel. Russia is engulfed by the darkness of unbelief. Because of this, may the light of the Gospel shine through

the missionary radio programs. There are many people in our country, who, from childhood, have never heard the truth of Christ. There are those who were converted to the Lord through your broadcasts and many of those had never before heard the Gospel by any other means. Christians throughout the world, those who are sincerely dedicated to the Lord, should understand the importance of these broadcasts to our country and should do all in their power to put on more programs."—(to Slavic Gospel Association).

"I listened to your program and am very puzzled. Who ever asked you to 'grind' such rubbish to us? Or has God offended you in not giving you a mind? Or was it 'happy children' speaking and not mature grown-ups? Here in our country, children from the age of three already know there is no God ... the people, the party and Communism is our god! Therefore, look for fools in other countries who would listen to you and don't stir up trouble in the waters of our knowledge."—Soviet pioneer, age 12 (to Slavic Gospel Association).

"It is true, we have very little opportunity to hear the Gospel and as little oppor-

tunity to believe in the Lord Jesus. In our country, religious propaganda is forbidden. We (have) no way to obtain spiritual literature. Sometimes I could not understand all that you say in your broadcasts, especially when you make reference to parts of the Bible. You see, I have never read the Bible. Your broadcasts are the only source of such information about Christ."—24 year-old Ukrainian (an excerpt, to FEBC).

"The second time Light was granted unto me was in my early teen years. A friend loaned me a transistor radio receiver. I could keep it for one week only. I was attracted to contemporary music at that time. As I dialed, I came across a number of Christian radio broadcasts and even during that short week, I discovered a beautiful, pure, unfamiliar world."—25 year-old (an excerpt, to FEBC).

Mary Owen is the religion editor and columnist for *The Davis Enterprise* newspaper, Davis, California. She has received several awards for journalism, including the Louis Cassels Memorial Award for Religion Newswriting.

Gospel Broadcast to Chernobyl

The Chernobyl nuclear accident may provide Christian organizations their best opportunity to reach the Russian people, missionaries say.

The world's worst nuclear plant accident occurred April 26, according to Soviet officials. Unit No. 4 at Chernobyl exploded and a fire erupted. The raw force of combustion drove a deadly radioactive stew into the atmosphere, coating much of the Ukraine and Eastern Europe with invisible poison.

"The Russian people from that area were talking about death," according to Peter Deyneka Jr., president of the Slavic Gospel Association, Wheaton, Illinois.

"They were obsessed with the idea (of death) because they were irradiated," he said after talking with Ukrainians who had left the area since the accident.

In the wake of this obsession, Deyneka says Ukrainian Christian leaders are asking one thing: "Please give us more short-wave radio broadcasts that will speak to the hearts of people."

Most Soviet households have shortwave receivers and will listen to such broadcasts. In fact, even the Kremlin leadership listens to these broadcasts, according to

Soviet expatriates Vladimir Solovyov and Elena Klepikova. They conjecture that Mikhail Gorbachev tunes in as his predecessors Yuri Andropov and Leonid Brezhnev did.

And while these Russians tune in, some begin to question their system of government.

"Since the middle 1970s when the failure of Marxism has been increasingly evident all across Eastern Europe, the people are now disillusioned with Marxism, and they are asking themselves, 'we don't believe in Marxism. What should we believe in now?'" Deyneka said.

Fear of the future and fear of death have allowed some Christians to be "preaching the gospel in a new way and referring to the problem that people are considering in their minds, that is, death."

"I believe this is the hour of greatest opportunity for the church in the West to sit down and strategize as to how we can affect the communist world with the Gospel," Deyneka said.

For Deyneka, the opportunity of more people responding to the Christian message is the single greatest implication of the Chernobyl accident for the church.

Alex Leonovich, executive director of the Slavic Missionary Service, South River, New Jersey agrees.

"God has to use this kind of means to quicken the conscience of people. Those people who have no time even to think about God suddenly had second thoughts after the accident," he said.

Deyneka hopes that Christians in the West will give more support to gospel radio broadcasts in light of the growing need. His Slavic Gospel Association, for instance, produces special broadcasts for atheists which air each night after the Soviet evening news.

Deyneka would like to increase the number of half-hour broadcasts, each of which costs about a thousand dollars. Broadcast topics include "science and the Bible," "questions that atheists ask about God," and "family problems and what the Bible has to say about them."

"Let's give them more," says Deyneka of the programs.

—Gailon Totheroh

(Reprinted with permission from The Standard, CBN University.)

SPECIAL REPORT

(continued from page 18)

in religious broadcasting," he reflected. "All the qualities we saw in him then have magnified through the years."

An ordained minister in the Presbyterian Church (U.S.A.), Armstrong received his early evangelical training at Stony Brook School (Long Island), and Houghton and Nyack Colleges. He holds B.S. and M.A. degrees from New York University and studied theology at Princeton and Union Seminaries (M.Div., Class of '55). He pastored Presbyterian churches in the New York metropolitan area over an eight-year period before becoming director of radio for Trans World Radio in Chatham, New Jersey, in 1958. In this capacity he traveled widely, delving into indigenous programming needs of different countries, and honing his belief that there was more to transmitting the Gospel than was being done. In 1963 the young cleric went back to New York University to obtain a Ph.D. in mass communications. He successfully defended his thesis, "Psychological Warfare in Soviet Media," and received the doctorate in 1967 with high honors (the NYU Founders' Day Award '68).

Today he is ever hard-working as a true religious broadcast statesman. No one surpasses him in his gifted ability to interpret religious broadcasting to an often skeptical, sometimes hostile, secular world. A professional communicator, Armstrong is a firm believer in the power of the Word and unfailingly practices what he preaches. He not only binds together the diverse, pluralistic membership of our own association, but also has been able to reach out to those outside the evangelical realm and win friends—friends in the Federal Communications Commission, in The White House, in the press, at the major networks. And through his efforts, he has generated for religious broadcasters both acceptability and major influence, winning him audiences with such influential leaders as Egypt's Foreign Minister Boutros Ghali, Prime Minister Menachem Begin of Israel, President Rios Montt of Guatemala, President Chiang of the Republic of China, South African President P. W. Botha and U.S. Presidents Ford, Carter and Reagan.

In the interests of religious broadcasting the executive director has traveled extensively throughout Europe, Africa, the Middle East, the Far East, Latin America and the U.S.S.R. and continues to do so today. His most recent travels have includ-

ed meetings with heads of state in the Republic of China, Korea, the Philippines, Israel, Egypt, South Africa and Guatemala. As an outgrowth of his outreach, NRB's own national boundaries have recently been extended to include fraternal NRB-patterned associations in Brazil, Taiwan, Puerto Rico and South Korea.

Dr. Armstrong served as founding chairman of the Communications Commission of the World Evangelical Fellowship and is president and founder of the Chinese-American Christian Friendship Alliance (CACFA), formed in 1983. He is the recipient of numerous international awards.

On the homefront, he will be honored by his peers in religious media next February 19 when he is slated to receive the Gold Angel Award in Hollywood. He was awarded the Faith and Freedom Award of Religious Heritage of America in 1982. The awards reflect in essence the tireless efforts he exerts on behalf of his Christian faith.

Dr. Armstrong has been a guest on numerous radio and TV programs including NBC's *Today*, ABC's *Good Morning America*, CBS's *Daybreak*, and *All About TV* (PBS), as well as CNN, IMS and *First Estate: Religion in Review* (NBC). He has also played a role in several video productions, including the NBC mini series *Celebrity*.

He is a member of the Executive Committee of the American Coalition for Traditional Values (ACTV), Washington, D.C., and of the Executive Council of The Freedom Council, CBN, Virginia Beach, Virginia. He manages to keep abreast of world situations as they affect religious broadcasting, even while overseeing the annual NRB conventions and serving as executive editor of NRB's publications.

What is on the agenda for the executive director who has moved for 20 years with the leading edge of religious broadcasting from radio to television to cable to satellite? One thing is assured. He will not soon slow down in his striving for access and excellence—the best religious broadcasting has to offer.



Anne Dunlap, administrative assistant to Dr. Ben Armstrong, has been an NRB staff member for 10 years, since November 1976.

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The Evangelist's Use of Radio and Television

by Howard O. Jones

Today we witness an incredible phenomenon—the international explosion of various kinds of information and knowledge around the world through sophisticated means of communication. What a tremendous challenge to all evangelists who desire to preach the Gospel to the world, a global

village of more than 4.5 billion people, most of whom have no saving knowledge of Jesus Christ.

This article will endeavor to show why evangelists should consider the use of radio and television and discuss other vital matters regarding the ministry of Christian broadcasting in today's world.

I. Radio and television have great potential.

Before His ascension, Jesus Christ challenged the disciples to continue His global program of evangelism and missions. They were told to depend on the Holy Spirit's presence and power and adopt His methods as models for Christian ser-

vice. Note His instructions:

"And this Gospel of the kingdom shall be preached in all the world for a witness unto all nations; and then shall the end come." (Matthew 24:14)

"And He said unto them, go ye into all the world, and preach the Gospel to every creature." (Mark 16:15)

When the church has obeyed these divine orders it has been blessed and effective in its outreach ministry for Christ. But when it has forsaken them, dark ages have settled on it like a cloud.

The fact that the Great Commission was practically the closing message of our Lord emphasizes its importance. In those closing hours, He concentrated on the work to which the Father had commissioned Him. Now that He was leaving, His disciples were to finish that work.

What did Jesus consider to be the supreme task of the church? It was the evangelization of the world through the preaching of the Gospel. In this corrupt, confused and changing society, the Great Commission still stands, and we are under orders to obey it.

We have a biblical mandate for using radio and television in our ministry of evangelism. Did not our Lord also say to His disciples, "Greater works shall ye do than I have done." I am convinced that the "greater works" Jesus predicted almost 2000 years ago apply to the unlimited opportunities Christian broadcasting affords us today.

Billy Graham, one of the pioneer Christian broadcasters, delivered a dynamic speech entitled, "The Bible and the Technological Age" at the annual NRB Convention and Exposition in 1983.

"Perhaps more than any other group of people in the world," Graham said, "broadcasters have a weighty responsibility on their shoulders: the capacity to effect positive changes in our nation and our world—even changes that could give the next generation hope, which it has little of now.

"The Gospel of Jesus Christ is still the answer for a world aflame. The Bible is still God's Word reaching out to rescue and renew the world. For religious broadcasters it is a time of decision—hard and demanding decisions—decisions that will shape forever our future and the future of those who look to us for spiritual leadership," he challenged.

II. Popular radio and television program formats.

First, on the *evangelistic* radio or television program the evangelist delivers a Bible message which is produced in a recording studio or at the scene of an evangelistic crusade. The program is targeted primarily for evangelizing the unconverted, unchurched people who listen to religious radio and television programs.

On a *Bible teaching* program, the evangelist excels in expository preaching, expounding the great themes and doctrines of the Bible to feed and nourish Christians, to help them grow in grace and in knowledge of the Lord.

Interview Format

On an *interview* program the evangelist profiles various guests and discusses with them their ministry and ideas on issues affecting the church and society.

The *question and answer* program is another favorite program style. Years ago when our family lived at radio station ELWA in Monrovia, Liberia, my wife, Wanda, and I conducted a 15-minute program called *The Question Box*, which was one of the most popular broadcasts on the station. Our radio listeners sent in questions dealing with the Bible, the church, the family and other matters.

The *special emphasis* program allows the broadcast evangelist to deal with certain pressing issues and problems which concerned people. The topics might include marriage, the family, youth problems, world missions or Bible prophecy. *Focus on the Family* radio broadcast is one among many broadcasts today that excels in special emphasis programming.

Musical programs with gifted singers and musicians reach people with sermons in song, followed by a closing message from the evangelist.

Finally, with *educational* or *documentary* programs evangelists can effectively reach people with the Gospel. One could cite Billy Graham's TV programs, which present his evangelistic crusades and give the viewing audience valuable insights regarding the culture of distant people. Graham's spectacular, NRB award-winning television program of his 1984 crusade tour of Russia is a good example.

Each evangelist must prayerfully seek God's will for the radio or television program format that will enable him to

(continued on page 33)

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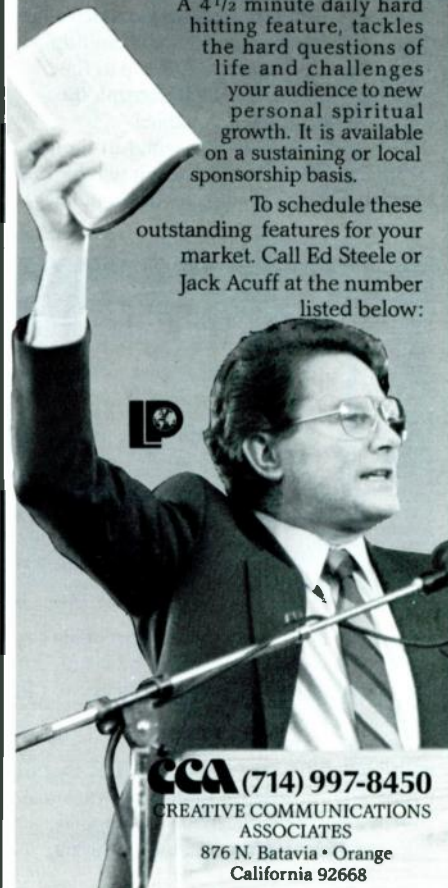
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NEW PRODUCTS

Time Base Corrector Adds Operating Features

Prime Image is releasing a new digital time base corrector/frame synchronizer with effects, the TBC*SYNC+.

This TBC includes all of the operating features of the company's TBC+, with the added capability of frame/field synchronization and two additional digital effects.

The TBC*SYNC+ allows for frame or field synchronization between synchronous and asynchronous sources and provides for non-V-locked recorders to be edited or mixed with live or recorded inputs. It also has true color lock, full 8-bit digital component encoding and a full video frame window.

TBC*SYNC+ is priced at \$7,777. For more information, contact Bobbie Hender-shot, Prime Image, Inc., 19943 Via Escuela, Saratoga, California 95070. Telephone (408) 867-6519.

Colorado Video Introduces Multiplexer

Colorado Video, Inc., has designed a time division video multiplexer and demultiplexer system which can integrate up to four separate video sources and transmit them over a single broadcast channel.

Teleconferencing users with full-motion analog equipment may transmit two or four meetings simultaneously to different loca-



tions. Alternatively, in a different operational mode, still graphics can be inserted into a transmission to provide from one to four additional data displays.

For remote monitoring applications, the multiplexer may be used to combine the outputs of four different cameras for transmission over a single microwave channel.

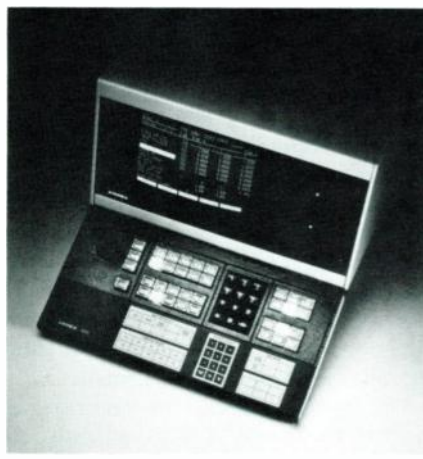
For technical information and pricing,

contact Colorado Video, Inc., Box 928, Boulder, Colorado 80306. Telephone (303) 444-3972.

Ampex Introduces Digital Effects System

The ADO 1000, a new digital effects system with a base price of \$39,500, is being retailed by Ampex.

The ADO 1000 offers 30 preset effects which can include flips, tumbles, rolls,



mosaics, posterization, solarization and A/B inputs, as well as full perspective and three-axis rotation for a 3D system. Options include a component signal input and output kit, and a switcher interface.

Standard features include 30 on-line effects with single key recall, controllable aspect ratio, continuously variable compressions and expansion, picture cropping, precise picture placement, key generator, programmable key flag, globals, channel identifier, auto cube, dual video inputs and floppy disk storage for effects.

Standard effects include mirror, blur, mosaics, posterization, solarization, luminance reversal, soft key edges and border color generation.

For further information, contact Ampex Corporation, 401 Broadway, Redwood City, California 94063-3199. Telephone (415) 367-4151.

For-A Designs Time Base Corrector

A low-cost digital time base corrector with multiple digital effects has been unveiled by For-A Corporation of America.

Model FA-440 features 8-bit chroma signal component encoding for optimum transparency in operation and is compatible with all 1/2" and 3/4" format VTRs.

Digital effects include quarter-size compression with five positions; paint effect with variable quantizing; negative image; H, V and H+V mosaic; mirror; and color background combined with compressed pictures. The FA-440 includes a built-in effects keyer with output key signal.

Some major features of the FA-440 are full-frame time base correction, built-in dropout compensator (DOC), full-color frame memory, strobe freeze and an adjustable auto freeze.

The FA-440 Digital Time Base Corrector with Digital Effects is \$8,950. Complete engineering and performance specifications are available from For-A Corporation of America, 49 Lexington Street, West Newton, Massachusetts 02165. Telephone (617) 244-3223.

Sharp Retailers 19-Inch High-Resolution Monitor

A 19-inch color monitor, now ready for delivery, has been designed by Sharp Electronics.

The XM-1900 features a 0.44mm dot pitch for over 600 lines resolution and type C controlled phosphor for precise colorimetry. Other specifications include a diecast aluminum front mask, durable ICs,



switchable comb or notch filter, RGB/TTC inputs and automatic degauss circuit.

The XM-1900 monitor has a suggested retail price of \$4,300. For further information, contact the Professional Products Division, Sharp Electronics Corporation, Sharp Plaza, Mahwah, New Jersey 07430. Telephone (201) 529-8731.

(continued from page 14)

for the more than 5,000 broadcasters expected at the Sheraton Washington and Omni Shoreham hotels.

A pastor, author and seminar leader, Hocking is known for exposition of Scripture on the daily program *The BIOLA Hour*, the radio outreach of Biola University.

Born in Long Beach, California, Hocking returned to his hometown in 1968 to become pastor of Grace Brethren Church. His fourteen-year tenure there witnessed tremendous growth of a multi-faceted ministry. Following God's leading, Hocking assumed the pastorate at Calvary Church, Santa Ana, California, where his vision is to impact Orange County with the planting of new and vital churches. He encourages listeners to practice the principles of God's Word, evidenced in the lives of committed believers.

Hocking's educational background includes degrees from Bob Jones University, Grace Theological Seminary, a Doctor of Ministry degree from California Graduate School of Theology, and a Ph.D. from Grace Graduate School. His commitment to Scripture has prompted authorship of several volumes, including: *Be a Leader People Can Follow*, *How to Be Happy in Difficult Situations*, *Pursue Love, Love and Marriage* (co-authored with his wife, Carole), and *Marrying Again*.

Topics covered on *The BIOLA Hour* include detailed studies of books of the bible, as well as topical studies on such areas of key interest as prayer, the ministry of the believer and the greatness of God.

Other NRB 87 convention speakers, musicians, workshop leaders and topics and participants in the 1987 Media Expo will be announced soon.

Deadline Approaches For Maximum Savings On NRB 87 Charges

WASHINGTON, D.C. (NRB)—If you want maximum savings on registration charges for the 44th Annual Convention and Exposition you must act today, urged NRB convention planners.

The "early-bird" registration deadline of September 30 is a big bargain, said convention coordinator Robert Bowen. NRB members who register on or before that date will be charged \$195; the rate for nonmembers is \$295. Members registering after September 30 will be charged \$225; nonmembers must pay \$335.

A still-higher "on-site" charge applies to registrations received by mail after January

Lower rates apply for spouses, faculty members and students. These rates do not include hotel accommodations or food, except for three NRB-sponsored meal functions.

A reserved seating plan for the NRB 87 Anniversary Banquet, Congressional Breakfast and FCC Luncheon was announced by convention registrar Arline Dash. Reserved seats cannot be guaranteed, she said, unless the attendee registers before September 30. After that date, prime seating choices will be limited.

For the first time this year, an attendee can register for the convention, schedule hotel accommodations and book travel plans by a single telephone call to NRB Convention Services at 1-800-342-0476 (in New Jersey call 201-967-0880). The same service can be obtained by writing NRB Convention Services, c/o IMT, 676 Winters Avenue, Paramus, N.J. 07652.

The NRB membership rate for attendees will be "extended" this year to all prospective members, those who have filed completed applications with Dash by either the September 30 or January 16 deadlines.

The international Convention and Exposition will open on Saturday night, January 31, 1987, and run through Wednesday night February 4. The Expo will operate on a new extended basis, and for the first time this

year, the convention will be co-headquartered at the Sheraton Washington Hotel and the Omni Shoreham Hotel.

NRB Membership Services Offering Auto and Hotel Discount Plans

MORRISTOWN, N.J. (NRB)—The Membership Services Department of NRB announced that three travel service discount agreements were finalized in July.

The auto and hotel discount plans for Hertz and Avis auto rental companies and Ramada Inn hotels, can benefit NRB members by saving approximately 15 percent each time a discount card is used, according to membership services associate Jon Rovetto.

"For the first time, NRB is able to offer Christian broadcasters a strong discount travel package on a basis that is exclusive for our members," Rovetto said. "In the near future we hope to add other hotel chains around the country and the world, and thereby further strengthen the value of NRB membership," he added.

The discount cards are now available to members who write the Membership Services Department of NRB. NRB lists 1200 member organizations worldwide.

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The World By 2000

In the first of a series, a Trans World Radio executive describes the cooperative strategy between international missionary radio broadcasters to reach to the corners of the world with the Gospel of Jesus Christ in the next 14 years.

The NRB 87 convention theme — Communicating Christ to the Nations — has a similar goal.

by E. Brandt Gustavson

Most Christians realize a vast part of the world's population is removed from conventional missionary work. There are a number of reasons for the existing barriers to the message getting to the people through our missionaries.

One reason for closed doors is Communism. Very often dictatorships do not allow for Gospel witness and evangelism is prohibited in Muslim countries.

For these and a few other reasons, nearly two-thirds of the nations are closed to the conventional missionary work force. Mass communications, particularly international radio broadcasting, is one of the few ways that people in these closed countries can hear of God's love and grace.

Radio is God's tool to break down barriers of resistance to the Gospel, tell people the Gospel truth in a private way, and encourage the church—especially where the believers are experiencing great opposition.

Over a year ago Dr. Robert Bowman of Far East Broadcasting Company, Dr. Paul Freed of Trans World Radio, and Dr. Ron Cline of HCJB World Radio met to discuss plans to reach the entire world with the Gospel by the year 2000. The three presidents of these large broadcasting operations agreed to the following commitment:

"We are committed to providing every man, woman and child on earth the opportunity to turn on their radio and hear the Gospel of Jesus Christ in a language they can understand so they can become followers of Christ and responsible members of His church. We plan to complete this task by the year 2000."

After these presidents decided on this statement, there was the opportunity and responsibility of other mission executives to work on the "how" of the statement. There needs to be considerable research to identify those people groups who cannot turn on the radio to hear the Gospel of Jesus Christ, as well as the languages necessary to reach those groups.

Much work on these and other questions has already been accomplished by the Radio In Church-planting Evangelism (RICE) group associated with the Lausanne Committee for World Evangelization. Francis A. Gray, an associate for radio church planting, has been researching this type of information.

The goal of this project is that the world should be completely covered by shortwave and high-power

medium wave broadcasting. It seems to us that high-power, medium wave should be defined by the power range of 50,000 to 1.2 million watts. The value of such AM broadcasting has been dramatically demonstrated for many years. Wherever and whenever possible, these high-power broadcasting transmitters should be supplemented by smaller AM and FM transmission in countries all over the world.

A full range of programs from preaching to music to drama should be available in every language in every target area. To accomplish that programming goal, cooperation will be needed by all broadcasting groups to be able to utilize experts involved in all of our ministries. We international broadcasters should have investigated and established cable feed or satellite feed to lower-power stations on several continents, including the concept of direct satellite-to-home transmission.

We the signers of the international broadcasting commitment, which now includes Radio ELWA in Monrovia, Liberia, intend to upgrade our facilities and replace worn-out and obsolete equipment. All of us are moving toward improving the quality of our broadcasts and our transmissions.

Just as we in international Christian broadcasting are banding together to see the world reached by 2000, we encourage domestic participation in the various aspects of U.S. Christian media. You can also join in partnership toward reaching as many people as possible in the United States with the Gospel. Cooperation through NRB is a step toward this goal.

The dedication of every evangelical Christian in the broadcast media to the cause of missions, both home and abroad, will be required if we are to follow the Great Commission of Jesus Christ to proclaim the Gospel to everyone of our world's more than four billion people.

We know that we cannot make people turn on their radios to hear the Gospel. Our commitment is to put the signal there so that the Holy Spirit can cause them to tune in to hear of Christ.

A large task is made possible through the cooperation of many.

Dr. E. Brandt Gustavson, executive vice-president of Trans World Radio, Chatham, New Jersey, is an NRB Executive Committee member. He chairs the NRB 87 Convention Program Committee.

(continued from page 29)

develop his God-given gifts and abilities as a broadcaster.

III. Preparation of a Christian radio or television program.

The spiritual preparedness of the broadcast evangelist is essential. He must be soundly converted and called by God to the ministry and live a consistent, consecrated and holy life before God, his family, the church and his community.

In this permissive, perverted and polluted world the broadcast evangelist must also guard against these major, subtle temptations which Satan uses to destroy a ministry:

1. Pride
2. Jealousy
3. Love of money
4. Lust
5. Alcohol
6. Bitterness/unforgiving spirit
7. Departure from Gospel truths

Preparation Required

To keep spiritually fit the evangelist needs to maintain a warm and meaningful relationship each day with the Lord. This calls for determination, the discipline of time, established place for prayer, the study of and obedience to the Word of God, the anointing and empowering of the Holy Spirit and submission to the will of God.

The evangelist also needs a preparation of mind, keeping fresh and alert intellectually. He must also be informed regarding current events in today's world. Above all, he needs to love people; to know their joys, hurts and sorrows.

Good programs just don't happen!

The evangelist must pray and strive for excellence in his preparation. This demands careful planning, designing, development and the writing of a broadcast script that compliments the music and message of the broadcast. Many Christian broadcasts fail to attract the listening au-

dience because they are poorly prepared.

In his preparation, the evangelist must always use good quality recorders and other technical equipment. An excellent program is ruined if recorded on inferior equipment or in studios not properly constructed.

(continued next month)

Howard O. Jones is an associate evangelist with the Billy Graham Evangelistic Association and speaker on the weekly radio broadcast *Hour of Freedom*, Oberlin, Ohio. He is an NRB board member and past chairman of the NRB Black Broadcasters Committee. This article was adapted from a workshop speech Jones delivered at Graham's Amsterdam 86 conference.



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MUSIC

Gordon Jensen Releases Single, "Sometimes They Cry"

NASHVILLE, Tenn. (NRB)—Just two weeks after its release in August, Gordon Jensen's new single entitled, *Sometimes They Cry*, began receiving a favorable response from Christian radio stations across the country. Lynette Johnson, director of marketing for One Story Promotions said radio station personnel are phoning her to express approval of the song, which opposes abortion-on-demand.

The composition was written three years ago after Jensen heard the true story of a nurse who assisted in an abortion in which the baby was born alive and crying. Jensen recalls that as the nurse attempted to care for the baby, a supervisor ordered her to "get away from that fetus and let it die!"

Jensen admits, "I've been hesitant to release this song because of the strong nature of the lyrics. It pulls no punches. It could create a tremendous amount of controversial reaction for me, but my sense of responsibility has finally won over my reluctance."

The adult contemporary sound features Jensen's vocal style within a versatile crossover frame. Johnson said the single is



Gordon Jensen

receiving airplay on a variety of Christian radio formats, including adult contemporary, MOR, CHR, Inspirational, and Southern Gospel.

Sometimes They Cry, which makes its debut on newly-formed One Story Records, is being marketed and sold as a single and will appear both on record and cassette.



Tom Green, host and producer of *Lightmusic*

Christian Music TV Joins PTL Network

WALL, Pa. (NRB)—*Lightmusic*, a contemporary Christian music program was recently added to the PTL Satellite Network.

The show, produced by Cornerstone Television in the studios of Pittsburgh's WPCB-TV 40, features live music, interviews and Christian videos. Singer-songwriter Tom Green hosts *Lightmusic*, which first began airing in October 1983. The program has been syndicated and is now broadcast on 28 TV stations, 400 cable outlets, the Rock

Best-Selling Christian Recordings

- | | |
|------|--|
| (2) | 1. Morning Like This, by Sandi Patti (Word Records) |
| (1) | 2. The Big Picture, by Michael W. Smith (Reunion/Word) |
| (3) | 3. Hymns Just for You, by Sandi Patti (Helvering Productions/Benson) |
| (4) | 4. Unguarded, by Amy Grant (Myrrh/Word) |
| (5) | 5. Chronology, by David Meece (Myrrh/Word) |
| (5) | 6. The Champion, by Carman (Myrrh/Word) |
| (8) | 7. So Glad I Know, by Deniece Williams (Sparrow Records) |
| (6) | 8. Captured in Time & Space, by Petra (Star Song/Word) |
| (11) | 9. More Than Wonderful, by Sandi Patti (Impact/Benson) |
| | 10. Shadowlands, by Sheila Walsh (Myrrh/Word) |
| (10) | 11. Age to Age, by Amy Grant (Myrrh/Word) |
| (9) | 12. Songs From the Heart, by Sandi Patti (Impact/Benson) |
| | 13. Don't Wait for the Movie, by White Heart (Sparrow Records) |
| (12) | 14. He Holds the Keys, by Steve Green (Sparrow Records) |
| | 15. Medals, by Russ Taff (Myrrh/Word) |
| (17) | 16. Straight Ahead, by Amy Grant (Myrrh/Word) |
| (18) | 17. Instrument of Praise, by Phil Driscoll (Mighty Horn/Benson) |
| (20) | 18. Undivided, by First Call (DaySpring/Word) |
| | 19. Fuel on the Fire, by Morgan Cryar (Star Song/Word) |
| | 20. They Come to America, by various artists (Word Records) |

(parentheses indicate last month's position)

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Christian Network and Liberty Network. Green, who also produces the show, travelled throughout North America for five years with his wife, Candy, performing from 250 to 300 concerts a year in the late 1970's. The program often features rare and otherwise unknown Christian videos obtained by Green from the personal files of friends in the film and video industry.

National Quartet Convention Begins September 29

NASHVILLE, Tenn. (NRB)—This year's National Quartet Convention, September 29 through October 4, will feature some of the best known artists in Southern Gospel music, including the Kingsmen, the Speer Family, the Cathedrals, the Hinsons and the Masters V.

Some of the NQC's events include seminars on group management, copyrights and publishing; a celebrity "roast;" a celebrity softball tournament; and the National Southern Gospel Song Competition, slated for the last night of the convention.

The winner will receive \$2,500 and a guaranteed recording by a major group on a major nationally distributed record label.

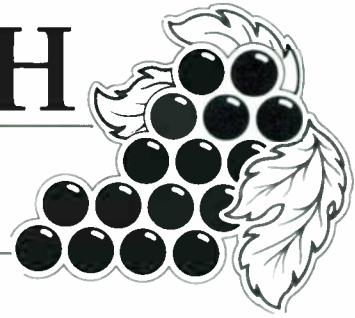
Stephen Speer, executive director of the event, said NQC is "just full of stories of the groups whose careers have been launched here," adding that participants "enjoy part of the living history of Southern Gospel Music." The first National Quartet Convention was held in Memphis in 1956.

Patti, Taff Driscoll Lead Charisma Poll

ALTAMONTE SPRINGS, Fla. (NRB)—*Charisma* magazine's sixth annual Christian music poll reveals clear winners in each category amid a wide variety of musical tastes. For the second year in a row, **Phil Driscoll** placed first in the instrumentalist balloting, while **Petra** edged out **The Imperials** to repeat as favorite group. **Sandi Patti** finished just ahead of **Amy Grant** as favorite female vocalist, with Grant's *Unguarded* album selected for first place. **Russ Taff** was cited as favorite male vocalist, and Patti's song "We Shall Behold Him" took first place again as top Christian song. Newcomers to the survey were **Steve Green**, **Teri DeSario**, **Keith Thomas** and **Bill Pearce**.

We want music news of special interest to religious radio and television stations and programs. Send information at least six weeks prior to publication date to "Music News," Religious Broadcasting, CN 1926, Morristown, N.J. 07960. Or call (201) 428-5400.

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BROADCASTERS



Richard Lee

Jack Wyrzten, founder and director of *Word of Life Fellowship*, Schroon Lake, New York, was recently married to Joan Lucile Steiner at a private ceremony in Lansing, Kansas. The couple were married by David Wyrzten, son of Jack Wyrzten.

Rehoboth Baptist Church, Tucker, Georgia, has expanded its broadcast facilities with the purchase of two one-inch video tape recorders to aid in the production of *Rehoboth Presents*, a weekly television broadcast featuring the ministry of **Richard Lee**. The program is aired over several media outlets, including the PTL and Liberty cable networks.

Nancy Sabbag is now editor of *Christian Bookseller* magazine. Sabbag was assistant editor for *Charisma* magazine and editorial coordinator for the *Church Buyers's Directory*. Sabbag replaces **Karen Tornberg** who is now on staff at *Christianity Today*.

Bob Keeshan, better known as **Captain Kangaroo** spoke out against television recently, saying that if TV is teaching anything to young viewers, it is that violence is the answer to all problems. Keeshan also chastised television-reared parents who do not spend enough time with their children or properly control what their children watch.



Dede Robertson

Argentine evangelist **Alberto Mottesi** held a summer crusade in Ensenada, Mexico, to the background of a press campaign against evangelicals there. An estimated 25,100 attended the meetings, with some 2,550 decisions for Christ recorded. Mottesi said the Mexican press has "bombarded" evangelicals in the last few years, claiming missionaries are instruments used by the CIA to change the culture of the country.

Dede Robertson, wife of CBN president **Pat Robertson**, is in satisfactory condition following surgery for breast cancer. Doctors performed a mastectomy August 8 that removed a malignant web cancer. Robertson, 59, was recently named **Christian Woman of the Year** by the association of the same name, which is based in Bedford, Texas.

Vance H. Havner, called by some "The Dean of American Bible Preachers," died in his sleep August 12 at age 84. Havner's ministry spanned seven decades and included numerous radio appearances on Family Radio and WMHK-FM's *Radio Bible Conference*, a broadcast of Columbia Bible College, Columbia, South Carolina. Havner authored 38 books, including *Though I Walk Through the Valley*, written after the death of his wife **Sara Havner** in 1972.



Manford G. Gutzke

Jerry Falwell signed a contract with Simon & Schuster for his autobiography entitled, *Faith: Strength for the Journey*. The book is scheduled for publication in the spring.

Manford G. Gutzke of *The Bible For You* radio broadcast celebrated his ninetieth birthday in July. The program, which began airing in 1963, is heard daily on over 50 stations across the United States and overseas. In 1982, Gutzke was presented with an NRB Milestone Award for continuing excellence and achievements in broadcasting.

PTL Cable Network appointed **Jackie Bradley** as national accounts manager. Bradley previously held the position of southeast senior account executive. PTL director of cable marketing **John McEntee** said the appointment reflects the growth of PTL, the second largest Christian TV network.

WCIE station manager **John Hull** recently traveled behind the Iron Curtain with singer **Scott Wesley Brown**, founder of "I Care" ministries. During his three-week trip, Hull met with members of unregistered churches in the Soviet Union, East Germany and Yugoslavia.

The Old Time Religion Broadcast, a ministry of First Christian Reformed Church in Sheboygan, Wisconsin, celebrates 50 years on the air this



Jean Donaldson

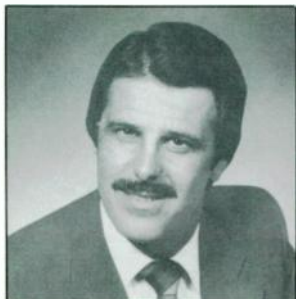
month. The program, which first broadcast on October 4, 1936, is being aired on four Wisconsin radio stations. According to **Don Verhulst** of *Old Time Religion Broadcast*, "only God's grace has enabled us to reach this significant point in our history."

The *Adventure Club*, produced by Christian Children's Associates, is now being aired by HCJB in North, Central and South America. CCA president **Jean Donaldson** said the 15-minute program, which features drama, music and quizzes, is geared to the 7-14 year old age group.

Carl Lawrence, a speaker and international program director of the *Haven of Rest* radio broadcast has won the Gold Medallion Award for the best book of the year in the missions and evangelism category. *The Church in China*, published by **Bethany House** details the growth and struggle of Chinese believers under Communism.

Frederick Grossmith has been appointed general secretary of **The Christian Broadcasting Council of Great Britain**. Grossmith broadcast a series of programs for BBC radio and appeared on British, Dutch and Canadian television. He was a pastor for over 24 years, most recently at the Hart Memorial Church of the Nazarene in Glasgow, Scotland.

BROADCASTERS



Mike Evans

The BBC plans to introduce a Television World Service next year that will feature one or two half-hour programs daily. TV World Service will feature a news/magazine format and will target overseas viewers.

The Hiding Place clockshop, formerly owned by the ten Boom family in Haarlem, The Netherlands, has been purchased by **Mike Evans Ministries** following its recent dedication as a museum. Evans, producer and speaker on *Mike Evans Presents*, plans to restore the clockshop to its original state in preparation for public viewing by January 1. The building was the home of the late **Corrie ten Boom**, and was used to hide Jews from the Nazis during World War II.

Warren Wiersbe, general director of *Back to the Bible* broadcast announced a change in the association's two publications. *Good News Broadcaster* is now called **Confident Living**, and *Young Ambassador* has been changed to **TQ (Teen Quest)**. Wiersbe said the additional changes in the magazines' style were not easy, but added, we feel there is a bright future for both our magazines, and we would appreciate your prayer support."

E. Brant Gustavson of Trans World Radio was appointed as a new member of the **Back to the Bible** board of trustees. The announcement was made by board chairman **Melvin A. Jones** after the board's semiannual meeting.

The **World Radio Missionary Fellowship (HCJB)** started a sixth station along the



Thos. F. Zimmerman

Mexican-U.S. border. **KRIO-AM**, an established 5,000-watt station in McAllen, Texas, has joined the network this summer after it was donated to the **Rio Grande Bible Institute** in Edinburg, Texas. The institute now operates both **KRIO** and **KOIR-FM** as "World Radio Network" affiliates.

NRB Executive Committee member **Thos. F. Zimmerman** will receive a Gold Medal Award from **Religious Heritage of America** on October 20. Zimmerman was general superintendent of the Assemblies of God for 25 years, during which membership in the denomination more than tripled. Zimmerman will join 23 others to be honored at the 36th annual awards program in Chicago.

Urban problems around the world will be the emphasis at **Urbana 87**, according to **John Kyle**, director of the triennial student missions convention, who said speakers will also discuss strategy for reaching groups who have not yet heard the Gospel. The theme of the **December 27-31** conference, sponsored by Inter-Varsity Christian Fellowship, is "Should I Not Be Concerned?"

Despite rumors to the contrary, **Sparrow Corporation** is not planning to raise prices on Christian albums from \$8.98 to \$9.98, according to Sparrow president **Billy Ray Hearn**. "We have made no decision to this effect and are concerned when we hear about other record company representatives misrepresenting our position to stores," he said.

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.

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#86-107

So You Are Thinking of Going Into International Broadcasting—What Now? D. Briggs, Mike Middleton, D. Lawrence

#86-127

What Program Producers & International Stations Need From Each Other R. Feller, P. Nanfelt, J. Towers, A. Byrne

#85-15

Local Program Producers Broadcasting Internationally - Advantages & Disadvantages Van Der Puy, Strong, Sala

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BOOK REVIEWS

He's Everything to Me

by Ralph Carmichael, Word, 189 pages.

"Never be afraid of a new song," writes Ralph Carmichael. This is the warm, personal story of a man with energy, a songwriter with ideas ahead of his time. Carmichael tells readers frankly who he is and where his love for music has taken him.

Early in his musical career, Carmichael "made a bargain" with God to use the best of the musical talents he'd had since childhood to bring vibrant new music to the body of Christ. But through tragedy, blunders and a work ethic that never said "no," Carmichael came to the point where best was not enough. The days and nights of hard work for secular and Christian artists had produced an affluent lifestyle and a neglected family. Somehow, he had drifted from his original intent to edify the church.

Once Carmichael returned to his bargain, however, exciting things began to happen. On the Lexicon Music label (a company he co-owned with Jarrell McCracken), he wrote the musical *Tell It Like It Is*. Christian youth and adults alike experienced revival through music they enjoyed and words they understood.

During the late 1970s, Lexicon suffered the effects of the recession, and Carmichael was forced to make difficult decisions: But through it all, he learned to rely on God. He tells, too, how with help from his second wife, Marvella, he was able to mesh his work with his family, two areas of his life that once were completely separate. What drove this song writer to develop a new style of Christian music?

"Today, the musical 'pop' style of the 1800s is what we call traditional and is one of the musical sounds that expresses that distinctive 'otherness' of the church," he writes. "It did not change through the years to take on this characteristic. It simply remained the same while other musical styles developed in society."

Carmichael's longing to reach the youth of the church prompted him to develop a musical sound they would listen to. "While we must treasure our rich heritage of the great old traditional music," he writes, "we must never stop learning and creating, striving and experimenting, in our efforts to be effective communicators of the Gospel through music."

—Sally Parker

13 Fatal Errors Managers Make *And How You Can Avoid Them

by W. Steven Brown, Fleming H. Revell, 160 pages.

W. Steven Brown wastes no time in telling managers how to kill off employee motivation, enthusiasm and success with *13 Fatal Errors Managers Make*. However, he also suggests ways the bumbles can be avoided.

Brown uses compelling examples to prove how fatal the errors can be. In a discussion on Fatal Error #8 against managers who try to be buddies to their employees instead of bosses, he relates what happened when a married manager tried to be a "soul mate" with his secretary:

"Oh, it was togetherness all the way. But love is definitely blind (and so is lust); therefore, the manager failed to see the reaction of the other employees. Soon a higher level of management noticed the negative effect, and the manager's job flew out the window with the speed of one of Cupid's arrows."

The bull's-eye approach Brown takes in addressing what he recognizes as the more common mistakes made by managers is refreshing.

Among many things, Brown suggests that managers adopt an attitude accepting the successful "productivity chain reaction," (an equation of thought, feelings, activity, habits and results), deal with employees on a one-to-one basis, and provide for the continuation of the business overtime, personnel change and absence.

Managers should avoid this book if they don't want to read a book of only 160 pages of easy-to-read type; written by the president of Fortune Group, an Atlanta-based corporation marketing a wide-range of business and personal development services; with chapters that capulize discussion of each error; with worksheets; and which convicts them of the fact that they too make fatal errors.

—Tamara N. Browning

Best-Selling Christian Books

Hardcover

- (1) 1. Growing Deep in the Christian Life, by Charles Swindoll (Multnomah Press)
- (2) 2. Growing Strong in the Seasons of Life, by Charles Swindoll (Multnomah Press)
- (3) 3. Twice Pardon, by Harold Morris (Focus on the Family Publishing)
- (4) 4. Love Must Be Tough, by James Dobson (Word)
- (2) 5. Living on the Ragged Edge, by Charles Swindoll (Word)
- (6) 6. Come Before Winter, by Charles Swindoll (Multnomah Press)
- (5) 7. The Be-Happy Attitudes, by Robert Schuller (Word)
- (8) 8. Loving God, by Charles Colson (Zondervan)
9. Knowing the Face of God, by Tim Stafford (Zondervan)
- (7) 10. The Road Unseen, by Peter and Barbara Jenkins (Thomas Nelson)

Paperback

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

(parentheses indicate last month's position)

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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)

WASHINGTON

FCC Announces New Must Carry Cable Rules

by Richard E. Wiley

On August 7, the Federal Communications Commission adopted a two-part regulatory proposal which will govern cable carriage of broadcast signals for next five years. The rules are, to a large extent, a product of an industry compromise between the cable industry and the largest and most successful commercial television broadcasting stations.

As a result, the rules generally assure must-carry treatment for the TV stations with the largest audiences. In addition, as a result of intensive and persistent lobbying activities, public television stations were able to secure important new protections for their industry. This protection is afforded regardless of the ratings performance of public stations.

Little Protection

In contrast, religious television stations received virtually no protection under the new rules. These stations dropped out of the regulatory battle over must-carry, being unable in most cases to fund the necessary legal and lobbying efforts in Washington.

As a result, religious TV operators are now in an extremely vulnerable position. Most observers believe that religious stations will suffer more than any other segment of the industry once cable operators begin to take full advantage of their ability to delete broadcast stations from their systems.

Although the formal text of the rules had not been released prior to the press date of this article, the following summarizes the major aspects of the proposal and its anticipated impact on religious broadcasters.

Signal Carriage Requirements

Stations within 50 miles of a cable system will be placed in a pool of stations eligible for must-carry status if they have a 2 percent audience share of non-cable homes and 5 percent net weekly circulation, a viewing standard relatively few religious stations will meet. Stations which have been on the air for less than one year as of the effective date of the rules will be exempted from the viewing standard for a full year and will be guaranteed carriage during this period of time.

Different carriage requirements apply to systems with different channel capacities: (a) systems with less than 20 channels need not carry any stations from the pool; (b) systems with between 21-27 channels must

carry at least seven stations from the pool; and (c) systems with more than 27 channels must dedicate at least 25 percent of their channel capacity to carriage of stations from the pool.

Every cable system (including those with fewer than 20 channels) must carry at least one public non-commercial educational station located within a 50 mile radius, regardless of viewing levels. Systems with 54 or more channels must carry at least two such noncommercial stations if located within the 50 mile radius, regardless of viewing levels. The new rules will provide that noncommercial religious stations can qualify in the pool of public stations.

However, there is no guarantee that a noncommercial religious station will be carried unless it is the only noncommercial station within 50 miles of a cable system with less than 54 channels, or it is one of two public stations where the cable system has more than 54 channels.

In addition, under the new rules, noncommercial translators may qualify for carriage. However, cable systems need not carry otherwise qualified signals that would be considered distant signals for copyright purposes.

Expiration in 5 Years

Unfortunately, the commission does not propose any provisions to aid commercial religious stations. As a result, religious broadcasters are entitled to carriage only if they meet the viewing requirements and are selected from the pool of qualified stations.

The network nonduplication rules will remain in effect and no cable system will be obligated to carry more than one station affiliated with each network. All qualified broadcast signals that are carried must be carried in their entirety as part of the cable system's lowest-priced separately available tier of service.

The commission will institute a rulemaking at the conclusion of the fourth year of its new must-carry legislation to review whether the rules have met the commission's intended objectives, particularly with respect to the A/B switch.

The new must-carry rules will automatically expire in five years from the effective date of the commission's proposal. In the interim, the commission has also announced that it will initiate Notices of Inquiry concerning the cable television copyright compulsory license, syndicated program exclusivity protection,

network nonduplication rules and ownership of cable systems by common carriers.

A/B Switch

As you know, it is difficult today for most cable subscribers to change from cable to off-air signals because the cable is connected to the VHF terminals on their TV sets. When disconnecting the VHF antennas, installers also disconnect the UHF antennas.

Thus, to watch off-air TV, subscribers have to disconnect the cable and reconnect both their VHF and UHF antennas. Hence, effectively, subscribers are often deprived of off-air signals. The new must-carry rules are designed to minimize that problem by use of an A/B switch.

The FCC will require cable systems to install an A/B switch without charge, on each set owned by new cable subscribers. The switch will permit subscribers to change their television sets from cable to free TV without disconnecting the cable.

For existing cable subscribers, the cable system must announce the availability of A/B switches for the next five years. At the request of the subscriber, the cable system must either: (a) offer the A/B switch without charge as well as instructions for installation, or (b) install the A/B switch for the subscriber at cost.

Because the switch will enable cable subscribers to receive off-air signals, the commission assumes it will eliminate the need for the must-carry rules. Thus, the rules will be eliminated in five years. By that time, most cable subscribers should have an A/B switch.

In reality, the question remains whether viewers will change back and forth from cable to off-air television. Thus, the practical value of the new regulation is open to dispute.

In all, the new must-carry rules represent a compromise between broadcast and cable interests. The regulations have in them something for everyone except, unfortunately, religious broadcast stations, and especially commercially-oriented outlets.

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

The *CHANGING* Face of Christian Radio In Britain

by David Lazell

Something approaching turmoil hit radio in Britain this summer, as government plans for a network of low-powered FM community radio stations were abandoned at short notice and a new government-initiated report proposed sale of two of the BBC's four radio network channels.

Yet, amid the crisis in radio, religious output seems to be acquiring a larger audience than has been the case for some years. Statistics released by BBC Radio during July indicate that audiences for religious programming have increased by around 28 percent, representing some two million listeners, as compared with the same period in 1985.

Religious output on the BBC's public service channels include a 15-minute daily program on weekdays, usually broadcast from the studio; a Sunday morning service usually from a church representing one of the mainstream denominations; the *Sunday Half Hour* program of favorite hymns, again broadcast from churches around the country; plus special interest discussion and feature programs tackling current issues.

David Winter, head of the BBC Radio Religious Programs Department, believes that the summer 1986 research figures confirmed impressions made by mail and phone calls that, contrary to frequent media comments, Britain is "post Christian" and generally irreligious in outlook, the tide in terms of interest in religion is coming in, not going out.

Former editor of *Crusade* magazine, and well-known as a vigorous advocate of Christian media involvement, Winter is strategically placed to recognize the potential of Christian radio in Britain. Nevertheless, total output on the BBC national network is limited; there are perhaps under 30 hours per month of specifically Christian programming.

Christians were among those disappointed by the government's abrupt turnaround on the issue of low powered FM

community radio. Following some 17 months of government discussion, and every indication of early action, some 280 applications were made in respect of the first allocation of 25 franchise licenses. As recently as January 1986, the then-Home Secretary described the project as a "constructive development that should be given impetus." With expectation of the first group of stations going on air by the end of this year, ethnic groups and representatives of immigrant populations (eager to have their own cultural-flavored programming) were involved in application proposals.

There was also to be an element of public access for community groups, a sort of "drop in and make your own program" approach long overdue in British radio. Although specifically Christian groups were always unlikely to secure licenses, many Christians saw community radio as a form of outreach relevant to the communities that they served. Some franchises would have included areas of urban deprivation where churches do a good job in helping the unemployed and creating church-based assistance efforts.

All these high hopes came to nothing with a surprise announcement that, in the absence of appropriate controlling authority (and with other likely changes in radio) the community network would have to wait. Instead, a new government discussion document was promised for the later months of 1986, this including proposals for community radio.

In any case, some Christian programming goes out on these channels, and on the record of recent cut-backs in commercial local radio, there could be opposition from the church lobby.

Few within the churches would want to change the BBC's present status, and would no doubt be ready to petition the government with the same enthusiasm as was recently shown in bringing down proposals for Sunday store trading.

David Lazell, a writer and researcher from Loughborough, Leicestershire, England, is a member of the Writers Guild of Great Britain.

British Denomination Responds to Cable TV

The Assemblies of God (AOG) in Great Britain are developing a new initiative in cable television, with six programs under production and three ready for transmission.

Drop In is a half-hour interview, testimony and music program linked to a theme of prevailing public interest. The pilot, made with the assistance of Swindon Cable TV, was based on *Guilt and Forgiveness* and looks behind prison walls to view God's saving grace. Andrew Colthart, prison chaplain to one of Britain's largest jails took part in the program, together with Noel Fellows, whose experience of wrongful imprisonment and later conversion was the subject of considerable media interest.

The *Drop In* series includes *The Underground Church*, which focuses on the experience and witness of coalminers. With bitter memories of the year-long miners' strike still influencing political life in Britain, the program theme of reconciliation held special importance. *Christianity and Terrorism* includes the remarkable testimony of Derrick McCourt who suffered grievous injuries during a shooting incident in Belfast. He now serves as an AOG pastor in Northern Ireland.

Director Ken Calder is a full-time member of the Assemblies of God Broadcasting Council, the other five members of which are pastors of AOG churches. Although Calder has been working with Swindon Cable TV, the initial programs will be syndicated to other cable stations. Croydon Cable TV in Surrey is also planning early use of the AOG programs, which are also shown on the new European Broadcasting Network (EBN).

Programs are made in Betamax high-band for widest distribution among UK cable operations. AOG, with its headquarters in Nottingham, has long been active in local radio, helping shape program production at national and local levels. But like other denominations in Britain, the cable TV opportunity was unexpected and largely reflects tough times in the industry.

"Further productions will depend largely upon the importance placed on Gospel TV evangelism, in our prayers and giving," said Calder in a prayer letter sent to AOG members and friends interested in the cause.

—David Lazell

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Chief engineer sought for full-power religious UFH in 50th market. Maintenance of production equipment and experience with UFH transmitters a must. Send resume and salary history to: Operations Manager, PO Box 2020, Lexington, NC 27293. No calls. EOE

WOHP-AM, Bellefontaine, Ohio, which will be a Christian station for four years in December, 1986, has an opening for a new **general manager**. Person applying should be a born-again Christian with a strong background in radio sales. Salary commensurate with ability and experience. Send resume and salary history to: Box 10T, NRB, CN 1926, Morristown, NJ 07960.

Bott Broadcasting Company is seeking a **corporate director of programming**. Must have excellent voice and production ability, demonstrated administrative ability and an interest in Christian news/talk and information. Position demands an experienced professional. Send resume, tape, references and salary history to:

Rich Bott, Bott Broadcasting Company, 10841 E. 28th St., Independence, MO 64052.

Radio network anchors—2 needed. Mature on-air delivery, strong writing skills, self starter. National radio net to debut this fall. If you are called to serve and are ready to work hard to achieve excellence, send tape, resume, references to CBN News Radio, CBN Center, Virginia Beach, VA 23463. No calls please.

Experienced morning man and production director wanted with strong ministry-oriented personality for adult MOR FM. Position requires creative copy and production background. Audition tape should include spots you wrote and produced. Minimum 5 years experience. Send resume, picture and tape to Bill Simon, WSOR, 940 Tarpon Street, Ft. Myers, FL 33901

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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LATE NEWS

CHRISTIAN OWNERSHIP OF TV STATIONS MARKS 25TH; CBN SELLING STATIONS

A quarter century ago this month, on October 1, 1961, Pat Robertson purchased a defunct TV station in Portsmouth, Virginia, with an original \$70 investment and developed it into the multimillion dollar Christian Broadcasting Network (CBN), which today operates in more than 60 nations. The station, WYAH-TV 27, which was the first Christian-operated TV station, is now being sold because, according to spokesman Benton Miller, CBN decided to focus on growth of the cable network, the booming market for home video products and original TV productions.

Miller confirmed that CBN's Boston station, WXNE-TV 25, was sold August 15 to a Fox Television Stations affiliate for an undisclosed amount plus use on the cable network of 36 films owned by 20th Century Fox. He said CBN's Dallas station, KXTX-TV 39, is also being sold. CBN Cable, which now reaches more than 30 million homes via 7,000 cable systems, will air a live 25th birthday celebration for CBN on October 1. Disney movie star Dean Jones, who spoke at NRB 86, will emcee the 90-minute, prime time satellite telecast.

FIRST BLACK-OWNED CHRISTIAN TV STATION STARTS THIS MONTH

The first black-owned Christian TV station, WJCB-TV 49/Norfolk (Virginia), plans to go on the air by October 15, "barring any technical difficulties," said station public relations coordinator James Vaughan. The commercial outlet is owned by Tidewater Christian Communications Corp. of Norfolk and affiliated with the Rock Christian Network. The station plans to increase air time to 18 hours-a-day later this year.

RELIGIOUS BROADCAST COMMITTEE IN EUROPE PLANS FIRST MEETING

An inaugural convention of European Religious Broadcasters (ERB) was announced recently for November 7-8 at the Holiday Inn Airport Hotel, Brussels, Belgium. Workshops on satellite, cable TV and other topics are planned. "We want ERB to become a forum of activity for religious broadcasters in Europe," said Robin Rees of Great Britain.

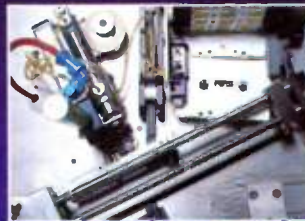
ASTRONAUT IRWIN WILL SPEAK AT FIRST NRB CARIBBEAN CONVENTION

A new NRB chapter is forming in the Caribbean. Christian radio and TV professionals will gather November 11-12 in San Juan, Puerto Rico, for the first regional convention. Apollo 15 astronaut James B. Irwin, a Christian layman who quoted Scripture while walking on the moon, will speak.

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