

RELIGIOUS BROADCASTING

The Official Publication of National Religious Broadcasters

July/August 1987

Accountability: The Key

The Bible
and the
Illiterate Listener

The Gospel
in a
Wired Nation

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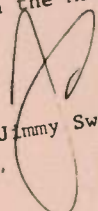
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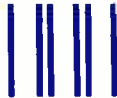
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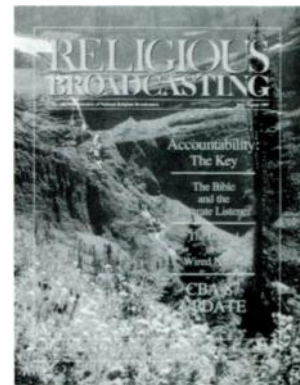
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Photo courtesy of Bill Kent,
Chatham, New Jersey.



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SIGN ON

How About a Sister Station Overseas?



In my message to the 1987 NRB convention in Washington, D.C., I emphasized the fact that we now have the technology necessary to talk to the entire world about our Lord Jesus Christ and the Good News of the Gospel. All that is needed is the vision, determination, and sacrifice to get it done.

In this connection I suggested that individual stations and program producers adopt a ministry overseas...adopt a mission, adopt a missionary, adopt a radio or television station. In that way, you would actually be doing something tangible about world evangelism; and you would be proving that you are really serious about the Great Commission.

The supreme task of the church is still the evangelization of the world.

In April I was the guest of NRB Brazil—*Associacao Brasileira De Comunicadores Cristaos*. President Rev. Guilhermino Cunha and the other elected officers made me feel most welcome, and executive director Jack Schmidt was extremely helpful in putting program and events in their proper perspective as relating to the present meteoric development of Christian broadcasting in Brazil. Although it had been more than 30 years since I had been in Rio, I felt immediately at home with these wonderful, warm-hearted, energetic people.

It appears that although there may be the usual "papeleo"—government red tape—involved in any effort to construct a radio or TV station, the doors are open, and the opportunity is there. Anyone with the vision, determination and the necessary funds can begin a Christian broadcasting ministry. The funds—ah, there is the problem. When I asked what they wanted to do about it, the answer was, "We are not asking for a handout, but a hand *up* in order to get started and then to maintain the ministry." The idea of matching grants is waiting for people in the States to take hold of it. You could, with your USA constituency, adopt a city in Brazil, for example (or anywhere in the world, for that matter), and agree to match the funds they raise, dollar for dollar, in constructing and maintaining a radio or television station. You would have, in effect, a sister station in another part of earth's harvest field. The ministry would be owned and operated by nationals of that particular country, but you would have helped launch and maintain it.

Stateside evangelists are eagerly listened to as their translated radio and TV messages are aired on existing stations, but there are hundreds of locations in Brazil alone which need a broadcast ministry to get the Gospel out to every person in our generation. World Evangelization is a one-generation task. If we fail, someone else has to start all over again. Today may well be your opportunity to get serious about the Great Commission, and adopt a "sister station." Think and pray about it, and then write to Dr. Ben Armstrong for possible contacts on the mission field.

Robert A. Cook
President
National Religious Broadcasters

RELIGIOUS BROADCASTING

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NRB FORUM

Hotel Porn

Dear Editor:

I felt you would be interested in a recent poll by George M. Gallup, Jr. Mr. Gallup reports that the U.S. is facing "a moral and ethical crisis of the first dimension." As much as I hate to see Mr. Gallup say it, his research confirms what I discovered some time ago.

Mr. Gallup said it was shocking to discover that church attendance "makes little difference in people's ethical views and behavior with respect to lying, cheating, pilferage and not reporting theft." At the U.S. Church Leaders meeting in March, I said that we must "call our people to follow Christ and emulate in daily life His love for truth and righteousness and His intolerance of evil."

I have enclosed a page from a recent Satellite Cinema guide for Holiday Inns. Holiday Inn is the largest distributor of in-room pornographic movies in America. The Board of Bishops of the Free Methodist Church recently voted to boycott Holiday Inn until the porn movies are pulled. The executive board of the Southern Baptist Convention in California had already voted to boycott Holiday Inn.

One of the movies shown by Holiday Inns is *Frank and I*. We have a copy of the film in our office. It borders on child pornography. The movie case features a picture of a man beating what appears to be a 10-12 year-old boy on his bare buttocks with a whip. However, the boy turns out to be a young girl (she says she is 16 in the movie). The description of the movie reads: "Frank, or Francis, becomes his mistress and together they share the pleasures of sensual desire. *Frank and I* is a masterpiece of erotica."

On several occasions we have pleaded with Holiday Inn from a moral perspective to drop the movies. Only as similar groups vote to boycott Holiday Inn will they get out of the porn business. The address is: Chairman Michael Rose, Holiday Corporation, 1023 Cherry Road, Memphis, TN 38117. Telephone: 901-762-8950.

Donald E. Wildmon
National Federation for Decency

On Giving

Dear Dr. Armstrong:

Greetings to you in Jesus' name. I felt a need to share some strong feelings which I've been

experiencing these past few weeks in regard to a decision which was made by the new board for PTL.

Personally I would commend all of you for stepping into big shoes. God grant you wisdom and discernment as you seek to do His will. Please remember to keep your focus on what is the real purpose of the ministry. Hopefully, it is to make Jesus Christ known to a world which is perishing and lost for all eternity. Except for those who will put their faith and trust in the blood atonement of Jesus Christ, there is no hope of eternal life.

I personally make many sacrifices in my life because I want to give money to ministries which are doing the work of the Lord.

A workman is worthy of his hire. The Scriptures are clear on that. They are also clear that we are accountable for the manner in which we use the money He has entrusted to us. My choice must be, that I will give to those ministries where the majority of the funds go to the cause for which it was intended—the furtherance of the Gospel of Jesus Christ.

Patricia Peterman

FCC Support

Dear Ben:

Thank you for your letter of congratulations. I am looking forward to working with you and the NRB on the many important issues that we will face in the coming months.

Again, you have my sincere appreciation and my very best wishes.

Dennis R. Patrick
Chairman

Federal Communications Commission

EFICOM Priority

Dear Dr. Cook:

Recently the radio station (WLBF-FM), of which I serve as president of the board of directors, received a dues notice. It came at a time when we began to question the need of our NRB membership.

When we became a member a few years ago, I thought we had joined a group with a very high standard of ethics and integrity. I thought some sort of accountability was necessary for membership.

In light of the recent allegations against some national ministries who are members of NRB, but not ECFA, I began to question the benefits

of our own NRB membership. During this thought process, I received my May issue of *Religious Broadcasting* which featured an article, actually the cover story, dealing with my concern of the integrity of NRB members. The article concluded with the organization of EFICOM. I think this was a great step in the right direction. But, the article ended with the statement, "It will be open to all members in good standing." I feel we (NRB) have our priorities backward here. I feel we must be members of EFICOM before we can be members in good standing with NRB. Let's be accountable first and members second. By the way, we are also a member of the ECFA. Let's make membership in the NRB as high a standard as possible.

God bless you in your efforts to create an organization of high integrity during this difficult time of national pressure.

D. G. Markwell
WLBF-FM
Montgomery, AL

The Raging Storm

Dear Ben:

Thanks so much for the good letter which reminded me to take the time to pray for you these days. I caught you on a couple of the interviews concerning "The Holy Wars" and believe me, you did a great job. It is no easy task to stand in the midst of the pluralism of your responsibility. But, of course, you are a creature of adroit mind and able to bring it off very well.

We'll probably need the war chest more than ever. Enclosed is our part for this year. We're counting on you and all the boys to keep us out of jail!

All the best to you in this year to come. I'm sure that the measure of wisdom that you and everybody else needs to make it through these fascinating days will, indeed, be given. Keep us all posted.

David W. Breese
Christian Destiny, Inc.
Hillsboro, KS

Care to write? Please address all comments, responses and perspectives to: NRB Forum, Religious Broadcasting, CN 1926, Morristown, NJ 07960.

CENTURY TELEVISION NETWORK



Mr. Dolf Droge has served in the U.S. Government for more than three decades. Mr. Droge served with the United States Air Force in the Korean War as a reporter, feature editor and commentator for 31 months in Asia, stationed in Japan. Mr. Droge is presently under contract with CTN as both a consultant, and show host for the CTN series "The American Dream."



Dr. Samuel George Hines, born and reared in Jamaica, West Indies, has become a world figure on business for his Lord, and a Pastor in his homeland and in the United States where he is now a naturalized citizen. Dr. Hines was a speaker on the radio programs, "The Voice of Reconciliation" and "The Word of Reconciliation," and is currently engaged with CTN in the planning and development of the CTN series "The Voice of Reconciliation." Dr. Hines will be the host on this program.



Dr. George Crossley is a radio broadcast show host who has made missionary trips to Guatemala, El Salvador, Lebanon and Central America. Dr. Crossley has served as the show host the past four years of the nationally televised production "In Defense of Liberty." This outstanding series will be produced in the future under contract by CTN.

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MEDIA WORLD

CBN Launches 24-Hour Radio Network

VIRGINIA BEACH, Va. (NRB)—CBN recently began a 24-hour satellite radio service that includes contemporary Christian music, a one-hour talk show entitled *700 Club On The Line* and a half-hour *CBN News Today* program.

The new service, entitled CBN Radio Network, is offered free of charge to radio stations. According to Dick Thomas, general manager of the network, a total of ten and a half minutes per hour is available in the music service for local spots by individual stations.

The program day includes 22½ hours of music featuring singers such as Sandi Patti, Michael W. Smith and others. A daily half-hour news program, *CBN News Today*, provides up-to-date headlines and in-depth analysis of world news. The program features cohosts Steve McPheeters and Dale Hurd and airs weekdays at 5 pm (EST). *700 Club On The Line* deals with current social trends and airs weekdays at noon (EST). Hosted by Ben Kinchlow and Scott Ross, the program's call-in capabilities enable listeners to take an active part in determining the program's direction.

More information about syndication can be obtained by calling the CBN Radio Network at 1-800-777-2346.

Colson to Speak at Bible Congress

WASHINGTON, D.C. (NRB)—Charles Colson, chairman of Prison Fellowship Ministries, will speak at the closing session of Congress on the Bible II.

The purpose of the meeting, to be held September 23-27 at the Convention Center here, will be to consider the Christian's responsibility to our present culture.

The national event is sponsored by the International Council on Biblical Inerrancy in cooperation with more than 50 co-sponsoring evangelical organizations. Colson, who is also chairman of the Congress, said "there is no more important question today than how those who believe in the Bible as God's inerrant and authoritative revelation can bring biblical



"EL VIVE" (HE LIVES) reflects the message which award-winning gospel singer Steve Green presented through song before an estimated crowd of 2,000 in Quito, Saturday, April 25. Here he teams up with his wife Marijean. The concert was one of many which Green performed during his first Latin American tour.

truth to bear on cultural and political issues."

Colson will speak at the final evening session on September 26 on the subject, "The Inseparability of Time and Eternity."

Other speakers include Dr. E.V. Hill, pastor of Mount Zion Missionary Baptist Church, Los Angeles; Charles Swindoll, speaker on *Insight for Living*; William F. Buckley, Jr.; and author and theologian R.C. Sproul.

LUCIA Plans Regional Media Workshops

TAIPEI (NRB)—Communication ministries will be the focus of a series of workshop/seminars coordinated by the Lutheran Communications in Asia (LUCIA), a regional association of Lutheran media agencies.

The series involves four workshops. The first will be held in Manila from November 8-14, and will cover law and Gospel in radio communication. The second, on fund raising, will be held in Tokyo in 1988. The third, to be held in

Madras, will be a folk media workshop; the fourth, a management workshop, will be held in 1989.

The November workshop will be held at the Communication Foundation for Asia and is primarily intended for radio scriptwriters. The main speaker will be Dr. John Strelan from the Luther Seminary in Adelaide, Australia. Walter Winters of the Lutheran Hour in the Philippines and Lance Steicke of the Australian Lutheran Radio and TV are the joint coordinators.

HCJB Sponsors Steve Green Tour in Ecuador

OPA LOCKA, Fla. (NRB)—Christian vocalist Steve Green completed his first Latin American tour in April. HCJB (Heralding Christ Jesus' Blessings) World Radio's Spanish Ministries Division sponsored Green's concerts in Ecuador, Argentina and Venezuela. Green, the son of missionaries Charles and Jo Green, spent nine years in Argentina as a boy. His wife Marijean and brother Dave accompanied him on the trip, along with Judy Green,
(continued on page 10)

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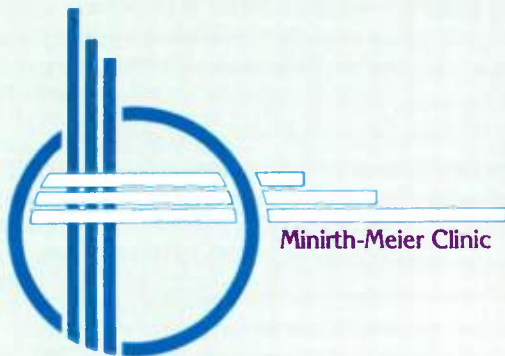
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On the MINIRTH-MEIER Staff:



Walter Byrd, M.D. Richard Meier, D.Min. Les Carter, Ph.D.

(continued from page 8)

songwriter Jon Mohr and producer Greg Nelson.

The tour was suggested by HCJB president Ron Cline. Green decided to act upon it because he speaks Spanish and had a desire to become better acquainted with the HCJB and Mission Aviation Fellowship (MAF) ministries in Ecuador.

While in Ecuador, Green and his troupe went into Auca Indian territory with two small MAF planes. The group also visited the Shuar Indians, toured HCJB's hospital in Shell and flew over the jungle region ravaged by an earthquake on March 5.

Alberto Motteses Lectures Journalists, Reaches Miami

MIAMI, Fla. (NRB)—Argentine-born evangelist Alberto Motteses recently earned the title, "God's Trouble-Shooter to the Media," after a forceful speech given to journalists who attended his "Miami '87" crusade in April. In his speech, Motteses urged members of the media to remember that not all newsworthy events are of a sensational nature, and that the media should not seek to focus on corruption, but on items which reflect purity and integrity.

The crusade was held in Key Biscayne from April 6 through 11. The Honorable Xavier Suarez, mayor of Miami, attended the opening night meeting, and also proclaimed the week as "Miami '87 Crusade Week." Motteses challenged the city's much-publicized problem with drug-trafficking by praying for drug addicts and inviting women whose family members are involved in drugs to pray with him.

Dr. Julio Fernandez, president of "Miami '87," expressed his satisfaction with the crusade's impact by stating that in his 15 years in Miami, he had never seen an evangelistic movement produce such unity among the pastors and churches in the area as this crusade did.

College Launches Nightly News Program

JEFFERSON CITY, Tenn. (NRB)—Carson-Newman College moved from local to nationwide television on May 18, when the school began producing *What's Happening*, a half-hour nightly news program, on the American Christian Television System (ACTS) satellite network.

What's Happening focuses on topics of national and international interest, with special emphasis on news about Christianity and the Southern Baptist denomination. The program airs at 7 pm EST Monday through

Friday and has a potential audience of 14 million viewers across the country.

According to producer Jerry Brittingham, the newscast makes use of several different news resources, including the Baptist Press and AP.



Alberto Motteses

Robertson Announces Farm Debt Reform Programs

IOWA (NRB)—While in Iowa farm country recently, M.G. "Pat" Robertson introduced the first of his farm aid policies. His program would replace the current bureaucratic system—which encourages foreclosures of family farms—with a partnership between the farmer, the bank and the government. The working medium of the program will involve postponement and restructuring of debts.

The policy will allow farmers to retain possession of their farms until they become productive again. Robertson says his ultimate goal is to remove government involvement in farm finances and to allow the free market to operate.

Both creditors and farmers were enthusiastic about the program, because many recent foreclosures had only returned 20 cents on the dollar. The program has already been initiated with a \$25,000 donation made last year to Iowa Governor Terry Branstad.

TWR Completes Series To China

CHATHAM, N.J. (NRB)—April marked the completion of a ten-year *Thru the Bible* series in China. Trans World Radio commenced the program, based on a five-year series produced by Dr. J. Vernon McGee, in 1977. The production and airing of these programs were made possi-

ble through the sponsorship of Thru the Bible, Pasadena, California.

This fall, TWR plans to revoice the series with some changes made to meet the current needs of Christians in China today. According to Trans World Radio, in spite of China's dense concentration of people, the number of Biblical churches is very sparse.

AM Stereo Increases By 40 Percent

DALLAS (NRB)—The number of AM radio stations broadcasting in stereo increased more than 40 percent in the last eight months, from approximately 446 in August 1986 to more than 700 at the end of March 1987.

Among the FM stations, nearly 45 percent say they intend to use the FMX™ circuitry to enhance the clarity of their stereo signals in outlying areas.

Other data showed that 41 percent of radio stations said they are carried on at least one cable system's audio service; 87 percent have access to a satellite dish; 25 percent use compact discs on the air; 52 percent use microcomputers at the station; cellular telephone is in use at 21 percent of the stations surveyed; and 31 percent of the FM stations use subcarriers.

The random survey of 445 commercial stations was taken March 23-24 and was conducted for the National Association of Broadcasters by American Airlines Direct Marketing Corp./Donohue Research and Marketing, Dallas, Texas.

Tax Reform Costs Charities Eleven Billion

WASHINGTON, D.C. (NRB)—According to a study commissioned by Independent Sector, the losses in charitable giving resulting from the new tax bill could total \$11 billion: \$6 billion from the expiration of nonitemizers charitable deduction; \$1 billion from the inclusion of gifts of appreciated property and the alternative minimum tax; and \$4 billion from the lower marginal tax rates. It is estimated that the religious subsector will incur a loss of \$5.24 billion.

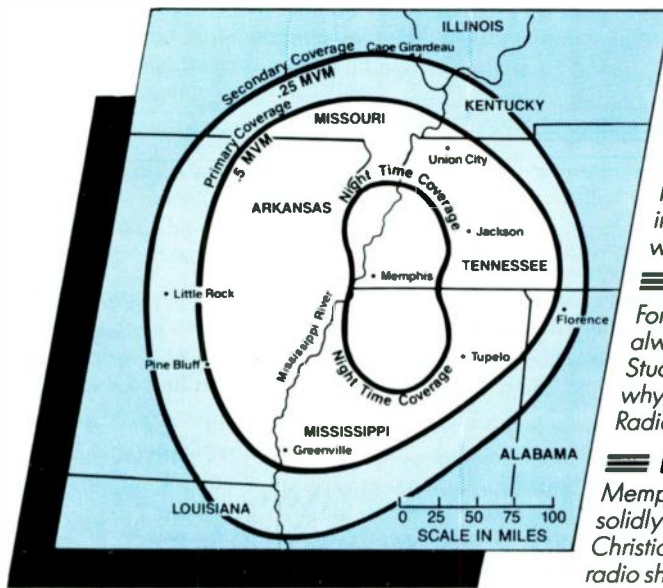
However, there remains a special tax incentive that experts predict will increase gifts of corporate merchandise in 1987, because corporations will be allowed to receive charitable contribution deduction for donations of equipment and supplies.

Among the revenue generating provisions of the 1986 Tax Reform Act is the limitation of deductions for charitable travel if there is any "significant element of personal pleasure" involved.

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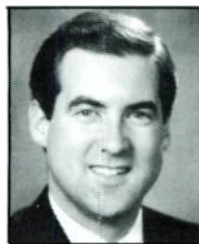
Memphis area pastors and other Christian leaders are solidly behind WCRV and its quality Bible Study and Christian Information programming. Genuine Christian radio should always be an arm of the local church.



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NRB NEWS

NRB 87 Program Committee Chooses Theme

MORRISTOWN, N.J. (NRB)—“Accountability to God and Man” is the theme for the 45th annual convention and exposition of National Religious Broadcasters, to be held January 30 through February 3, 1988.

The program committee based its decision of next year's theme on a verse of Scripture from I Cor. 4:2 “Moreover it is required in stewards, that a man be found faithful.” Ben Armstrong, executive director of NRB, said that the convention theme “is the most important concept that we could select in view of the high profile which religious broadcasting has received.”

The theme was approved by the committee in a meeting at NRB headquarters on May 29. Program chairman Dr. David Clark, NRB treasurer and vice president of marketing for CBN, echoed his approval. “Next year's convention may be the most important NRB convention in the history of religious broadcasting in America,” he said, adding, “Because of recent events, we must reaffirm our commitment to integrity in all we do and full accountability to the Lord we serve and the millions to whom we minister daily.”

Clark said NRB 88 will stress both interpersonal ministry and intrapersonal ministry. “We need to minister to one another and demonstrate to the world that we are accountable,” he said.

Maddoux Keynote Speaker at NRB West

LOS ANGELES, Calif. (NRB)—Marlin Maddoux, host of the daily two-hour program, *Point of View*, will deliver the keynote address at NRB West, to be held September 20-22 at the Los Angeles Airport Marriott Hotel.

Other speakers include Josh McDowell of Josh McDowell Ministries, who will open the convention with a multi-media presentation of his “Why Wait” campaign; Steve Brown of the Key Life radio program; June Hunt and Jan Silvious of *Hope for the Heart*; Dr. Robert Cook, president of NRB; and executive director Ben Armstrong.

According to Ray Wilson, president of NRB's Western Chapter, NRB West will

also feature a Mexican Fiesta on Monday night, which will include a Spanish buffet-style dinner.

A workshop sponsored by the student chapter of NRB will be held on Monday morning and will focus on the subject of careers in broadcasting. According to IRB president Dr. Jim Owens of Asbury College



Marlin Maddoux

and Gerry Fisher of Southern California College, the IRB chapter plans to hold a student reception Monday.

Several major satellite networks will hold network affiliate meetings during the conference. In addition, the executive committee of National Religious Broadcasters has been invited to convene their fall meeting at NRB West.

Wilson added that PSA Airline has been confirmed as the official NRB West airline, and will offer special discount rates for this year's convention. For more information on travel and hotel accommodations, call Ray Wilson at (818) 246-2200.

Second Annual ERB Convention Draws 200

SURREY, England (NRB)—The yearly convention of European Religious Broadcasters was held May 18-20 at the Sandown Park Conference Centre and drew approximately 200 broadcasters from various European countries.

The conference theme was “Through God We Shall Do Valiantly.” Speakers included Hans Bratterud, a pastor from Oslo, Nor-

way, who addressed attendees at the opening dinner. The opening session was hosted by Rev. Robin Rees, vice president of ERB, director of Crusade for World Revival in Farnham, Surrey. John Pantry was the soloist for the convention. A constitution and bylaws for ERB were adopted.

Workshop speakers included Ben Armstrong, executive director of NRB, who spoke on “The Future of Christian Communication.” Hermann Riefle, founder of the first German cable television station in West Germany, headed a workshop entitled, “Christian Media in West Germany.”

The convention's closing banquet featured Dr. Robert A. Cook, president of NRB, and Dr. David Clark, vice president of marketing for CBN. A special videotaped address by Pat Robertson was shown at that time.

The convention was held in conjunction with the Christian Resources Exhibition, held May 20-23. The exhibit featured Christian media services, broadcasting ministries, print publishers, schools, technical services and other related ministries. It was attended by 10,000.

A one-hour special on the convention is being produced by Capital Broadcasting of Washington, D.C., and will be available for screening in early fall. The program, hosted by Forrest Boyd and Robin Rees, will be aired direct from London and will feature Dr. Robert A. Cook, Ben Armstrong and ERB president Hans Bratterud. Further details will be available in the September issue of *Religious Broadcasting*.

Members Speak Out on Recent Issues

MORRISTOWN, N.J. (NRB)—A questionnaire sent out recently to NRB members asked about current major issues in religious broadcasting. Of over 900 questionnaires sent out to all members across the country, 15 percent (130) were returned. The usual rate of return for a survey is about two percent.

Members were asked to identify themselves, write a bit about recent developments in their ministries and then comment on what they feel is the most important issue facing religious broadcasters today. The questionnaire was coordinated by Jon Rovetto, membership director and Bruce Bates,

(continued on page 14)

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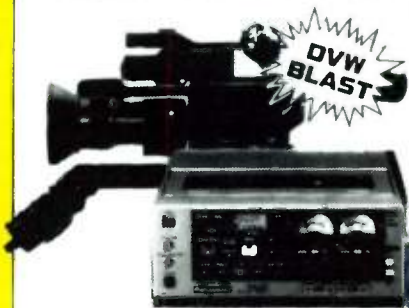


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(continued from page 12)
managing editor of *Religious Broadcasting* magazine.

Two-thirds (87) of the respondents named credibility as the current most important issue in religious broadcasting. Many listed more than one issue in their replies. Other issues of prime concern were preaching the Gospel and reaching unbelievers, which was named most important by 15 respondents; the quality of programming on religious stations (14 respondents); unity within the Body of Christ, especially among religious broadcasters (seven respondents); increased restrictions from government regulations (five respondents); threats from secular organizations and setting an example to the world (these were each listed by three respondents), growth/improvement, reaching the needy and cost of air time (two respondents each).

A theme common to the majority of the responses was the need for a system of self-regulation among religious broadcasters which will hold those who are in charge of ministries accountable in the areas of fund raising, accounting and financial reporting. Many commended NRB for its timely introduction of EFICOM, the "Ethics and Financial Integrity Commission," which is described in detail in the May 1987 issue of *Religious Broadcasting*. Essentially, EFICOM will consist of a five-member board and will be a self-regulating body for religious broadcasters.

The general attitude among respondents reflects a spirit of oneness. The important point, many said, is for broadcasters to maintain credibility through life witness, and to continue communicating the Gospel and building up the Body of Christ. For more information about the questionnaire, see the feature article, "Major Issues in Broadcasting: NRB Members Speak Out," on page 16.

Survey Sent to Radio and TV Stations

MORRISTOWN, N.J. (NRB)—The 1988 *Directory of Religious Broadcasting* is closer to becoming reality, according to Marjorie Stevens, director of marketing services at NRB headquarters. Stevens said surveys were recently sent to all radio and television stations listed in the 1987 Directory as well as to approximately 100 new stations. The returned questionnaires will provide the basis for the changes found in the next edition of the publication. Stevens said a total of 1,700 questionnaires were

sent to radio and television stations.

"July 30 is the deadline for receiving surveys on radio and television stations," said Stevens. She added that further research will be done at a later date for other Directory listings, such as Program Producers, Equipment Suppliers, etc. The final deadline for all updated listings and information for the 1988 Directory is October 1.

Stevens said the new Directory will separate radio stations which broadcast less than 15 hours a week from those that broadcast more than 15 hours a week. "Information will be more accurate as far as religious programming is concerned," Stevens added. Stations with less than 15 hours a week will be featured in a different section of the Directory.

Stevens is encouraging NRB members to contact her if they know of a new station or related service that was not included in the 1987 Directory.

The 1987 *Directory of Religious Broadcasting* is currently available for \$49.95 and \$29.95 for NRB members.

ERB Speaker Pioneer In German TV Ministry

ALTENSTEIG, West Germany (NRB)—Hermann Riefle, founder of the German cable television network, was a main speaker at the 1987 European Religious Broadcasters convention, May 18-20. Riefle's burden for Christian television began over 10 years ago with the founding of the Youth, Mission and Social Work in Altensteig, a youth retreat center. This ministry was later expanded to include the production of youth-oriented television programs. In June 1986, the ministry completed building a television studio that is now in operation.

The station's format includes programs for youth, featuring music, mime, theatre, testimonies from Christian professionals and musicians, interviews and talk shows.

Riefle said that of the 100 million German-speaking people in Europe (Austria, Switzerland, East Germany, West Germany), only three to five percent regularly visit a church service, with regular attendance defined as three to four times per year. Less than two percent claim to have been born again. In contrast to this, 60 to 70 percent of the 100 million watch television every day.

Riefle expects to expand his ministry to include programs broadcast over public television, satellite and the production of video cassettes.

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Major Issues in Broadcasting: NRB Members Speak Out

NRB members are deeply concerned about current major issues in Christian broadcast ministry. The following is a compilation of their reactions to the controversy over personal accountability and finances we now face.

by Jackie Graziano

Early in May, NRB members were sent a questionnaire asking them what they considered to be the most important issue facing religious broadcasting today. The return rate of these questionnaires was much higher than expected—15 percent. The usual rate of return is about two percent. Obviously, people are concerned enough about current issues to take time out of a busy schedule and let someone know what they are thinking. Most responses were at least one paragraph, and many answers reflected concern in more than one area. The overwhelming majority (two-thirds) of the 130 surveys returned named credibility as the most important issue, most notably in light of the recent trouble with PTL and questionable fund-raising methods.

EFICOM Called “Timely”

Members are looking to NRB as the responsible party in setting a standard for ethics in religious broadcasting. Several survey responses cited the newly-instituted EFICOM as a timely and especially necessary system of self-regulation. Self-regulation was favored over outside regulation, especially from the government.

“Though we represent the ‘foolishness of the gospel,’ that does not mean we are to make the gospel foolish by the way we run our organization and our lives.” (Jerry Vreeman, Multimedia Ministries International, Lansing, Illinois)

“We need to reinforce our constituency’s trust in religious broadcasters through a strictly monitored accountability and ethics program such as NRB’s newly presented program [EFICOM].” (Steve Kovach, general manager, WDCT-AM, Fairfax, Virginia)

“I see the development of local and regional broadcasting and telecasting as the move of the future. I think this will be a major factor in regaining the confidence of the public, for local ministries tend to be more accountable to the people they minister to on a regular basis ... I am very happy about the efforts being

(continued on page 18)

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(continued from page 16)

made by NRB with regard to the new 'ethics' regulations. We must move quickly on this sensitive issue in light of recent scandals rocking our NRB family. I must say how much I appreciated Ben Armstrong's handling of those recent developments." (Gateway Cathedral, Staten Island, N.Y.)

"As ministers of the gospel, we all need to be held accountable, not only for the message we preach, but also for the lifestyles we project, and, of course, our handling of finances. It seems that the National Religious Broadcasters would be the logical choice to require and oversee that accountability. However, this will never be the case if an organization (like NRB) is not able to exercise some sort of disciplinary action over its members." (Steve Moore, director of broadcasting, Christian Financial Concepts, Dahlonega, Georgia)

Accountability for All

To many, the question of financial and personal accountability was key. As mentioned in one quote, there is a sense among respondents that the grassroots foundation of religious broadcasting has been the factor keeping broadcasters "down-to-earth," and that there is a greater amount of accountability on the local level than there is in a larger ministry, where it is easy to fall into the "celebrity" mindset.

"Most important is accountability to listeners and viewers, and presenting the way of the Cross without embellishment. Also, it is difficult to maintain a ministry without 'pushing' a personality. This is a dangerous trap and must be avoided at all costs. Our purpose is to win souls and build the church, not build up a personality (other than Christ) or accumulate wealth." (Claudia Gerwin, Youth for Christ/USA, Wheaton, Illinois)

"The most important issue facing religious broadcasting today is integrity. This includes the financial dimension; but even more, each of us needs accountability in doctrine, personal life, and handling financial matters. Coupled with integrity is the importance of maintaining a perspective on the nature of our ministry as servants of Jesus Christ

rather than as celebrities." (Minirth-Meier Foundation, Richardson, Texas)

"We feel that the most important issue is the responsibility of being accountable first to God, and then to our viewing/listening audience to 'live our talk' ..." (Karen Schmulbach and Tim Bennett, Leewood Baptist Productions, Memphis, Tennessee)

"The most important issue facing religious broadcasting today ... is recovering our credibility. The recent events in religious broadcasting

*"Credibility is the
most important issue
facing religious
broadcasting today"*

have cost all of us in terms of trust. Broadcasters must demonstrate integrity that is unquestioned under the closest scrutiny." (Norman Wilson, general director and speaker, The Wesleyan Hour, Marion, Indiana)

"We each need to stand before the Lord and each other for examination. Apostate teaching should not be tolerated, nor should repeated sinful activities. Recent events have hurt the credibility of all of us. Their actions are being dealt with ... We should all examine our motives." (Sound Words, Lincoln, Nebraska)

"Religious broadcasters have to be completely above reproach, including being totally open in their business affairs (as Dr. Jerry Falwell so aptly stated) and bring the message to our youth that the real joy in living is in living and loving God's way." (Joseph F. Attanasio, Eli/Erik Lighting, Inc., Bronx, N.Y.)

Accountability also includes the manner in which the Gospel is presented. The words of Jesus are not to be presented in an unprofessional or second-rate fashion, many members insist. There is a general attitude among respondents that attention-getting devices in religious broadcasting

such as "entertainment" focus, great show of emotion, and a "high-profile" operation tend to cast doubts on the sincerity of the ministers and on Christian ministries in general.

"Credibility is the most important issue facing religious broadcasting today. The propagation of the Gospel via the air waves is ineffective if viewers doubt the sincerity of the propagator." (Schambach Revivals, Inc., Tyler, Texas)

"The most important issue is upgrading the quality of our programming, and getting away from the emotional, bizarre type of program which is demeaning and embarrassing." (Victor D. Lopez, director, Evangelical Youth, Inc., Hudson, Florida)

"Of greatest importance is keeping our testimony clear before the world. This responsibility extends to our dealings with both secular and Christian-owned businesses, the conduct of staff and management away from the station, our contacts with listeners and, of course, our on-air ministry. We are in the spotlight for Jesus ..." (Herm Elenbaas, KURL Radio, Billings, Montana)

Thoughts on Fund Raising

The issue of fund raising brought an abundance of comments. Many feel that there is a need for guidelines to be drawn up for "ethical fund raising," and that NRB, especially, should be concerned.

"Accountability is paramount. Full disclosure is a necessity ... In that regard, more time should be devoted to ethical fund-raising practices at future NRB conventions." (Alex Saks, general manager, the Christian Broadcasting Corp. of Beaufort, S.C.)

Another important point made in this area is that donors need assurance that the money they send to a ministry is being used for the purpose for which they sent it. Perhaps there is also a point to be made here for responsible giving. What might have been prevented in the PTL ministry if donors had insisted on being told where their money was going? It is possible, of course, to falsify such records, but if donors were persistent, at the least, some of the suspect activities would have come to light sooner, would they not? If such a

(continued on page 22)

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(continued from page 18)

practice has not been instituted by ministries, it should be. Donors should expect to be told where their money is going. This, too, is part of accountability and wise stewardship.

"We independents really need to show our listeners that we are using their gifts wisely." (Raymond D. Hashley, WLJN-AM, Traverse City, Michigan)

"The non-Christian world has always been somewhat skeptical of religious people and activities, with the suspicion that 'someone is getting rich.' The PTL scandal has further amplified this. However, I believe it is causing broadcasters to 'shape up.'" (Larry Correll, general manager, WTGN-FM, Lima, Ohio)

"Of greatest concern are the recent scandals and the manner in which contributions to various ministries are used. I believe that all ministers should have a comfortable living, but for Jim Bakker and others to accept over one million dollars yearly in salary is a disgrace, especially if paid from contributions to the ministry." (Doug Henson, WIBF-FM, Jenkintown, Pennsylvania)

"Our donors must know that funds designated to certain purposes are being used for that purpose." (Christian Children's Association, Toms River, N.J.)

Growth and Improvement

Yet another area of major concern is growth and improvement in the broadcast ministry—branching out into more areas such as children's programming, providing some non-religious programs to increase listenership among believers, and learning to utilize all areas of media for communication of the Gospel, especially the arts.

"It is necessary that we take every thought captive for Jesus Christ by producing feature films, prime time TV programs, dramas, music programs, editorials, news programs ... to make the Christian world view clear to all those in the secular world and to proclaim the Gospel of Jesus Christ through all the media." (Dr. Theodore Baehr, Good News Communications, Inc., Atlanta, Georgia)

"We would like to see more emphasis placed on children's ministry. Your magazine and convention need to place more emphasis in this area." (Christian Jamboree Ministry, Inc., Baton Rouge, Louisiana)

"Christian broadcasting needs to turn the eye and the ear of the

*"Though we represent
the foolishness
of the gospel,
that does not mean
we are to make
the gospel foolish"*

unbeliever with interesting and entertaining new programming. Our families—particularly our children—should not have to change from religious television channels or radio stations in order to find interesting professional programming. Religious broadcasting has adequate preaching, teaching and Christian music which the believers enjoy. If we could add the entertainment we would stand a better chance of fulfilling the Great Commission by reaching the unbeliever ..." (Martha Barnett, MPL Film and Video, Memphis, Tennessee)

"In my view, too much religious broadcasting is geared to the 'entertainment' of the already churchied audience. Too little time and money is spent in creative programming designed to address issues and meet the needs of the unchurched ... Why not more Christian-owned and managed stations with a non-religious format, e.g., talk radio, news, easy listening or classical music where the Christian influence could be felt through program excellence such that people would not immediately recognize it as a 'religious station.'" (Abe Reddekopp, Gospel Missionary Union, Kansas City, Missouri)

Unity Among Broadcasters

Also of concern is the future of religious broadcasting. What will the recent troubles mean to those who need to keep

their stations going? William C. Spencer, president of Tele-Systems International, Inc., Chesapeake, Virginia, has a word of hope.

"Unity is the most important issue! We have so many splinter groups pulling the support base into smaller and smaller pieces ... We need to ... create some unions of groups that can be a real force in applying pressure against Satan's strongholds. Some gains were being made with fundamental and mainline programs appearing on the Pentecostal/Charismatic networks, but I am sure some of the recent events will set that back a bit. We should see a stronger united front ... after the dust has settled."

"If Christ is for us, no one can be against us. We must learn to be one. The ministry is not just ours, it is Christ's. We must be able to show the world that we are not divided, and neither is Christ!" (The East-side Church of Christ, New York, N.Y.)

A Final Word

In essence, the goals of religious broadcasting ministry, as outlined by NRB members themselves, are to spread the Gospel, build up the body of Christ, and bring glory to the Lord through quality programming. This is only possible when those who minister hold themselves accountable to the Lord and to their audience, and conduct themselves in a professional and credible manner, personally, publicly and financially. Consider the comment from WBCL Radio, Fort Wayne, Indiana: "Two goals (obedience to God and integrity to man) should dominate and guide our ministries. In addition, another goal is to inspire listeners to think. A daily 55-minute talk program challenges listeners to 'think for themselves' on many of today's issues so as to know what they believe and why they believe it. A phrase I frequently use on the air is, 'Don't jump on anybody's bandwagon unless you know where it is going, why it is going, and what will happen to you if you go along with it.'" Responsibility to the Lord and to the unified Body is the key to success in the future of religious broadcasting.

Jackie Graziano is a 1986 graduate of The King's College and is currently a staff writer at NRB.

Ted Yamamori asks . . .

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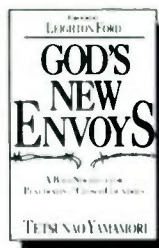
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The Gospel in a Wired Nation

by Ben Armstrong

Many years ago David Sarnoff, president of RCA, told his board of directors: "Gentlemen, the future is orbiting above us." He referred to the communication satellite as the wave of the future. His predictions are now being realized in the field of religious broadcasting, as U.S. satellite-delivered cable program services offer religious affiliations and programming.

Perhaps the greatest growth in religious broadcasting is in this area, especially during the last five-year period. While religious radio has grown 22 percent and Christian television has increased 11 percent during the last year, religious cable services have seen an even greater percentage of growth.

The earliest religious cable network to go on the air was the Christian Broadcasting Network, which began in April of 1977 under the leadership of Pat Robertson, president and founder of CBN, Virginia Beach, Virginia. Beginning with total Christian programming, it has since broadened its base of viewership by becoming family-oriented and commercial through the subsidiary, Continental Broadcasting Company. Currently it boasts a total number of 35.8 million subscribers and 7,582 cable systems—the largest religious cable network in the U.S.A. CBN's format of entertainment, family programming and inspirational shows broadcasts 24 hours a day.

The second largest religious satellite-delivered cable system is now known as the Inspirational Network, formerly PTL, of Charlotte, North Carolina. This network, under the direction of its newly appointed chairman of the board, Dr. Jerry Falwell, offers inspirational programming of talk, variety, children's programming, drama, music, and specials for the entire family 24 hours a day. It has a number of household subscribers at 13 million plus and now involves 1,738 cable systems. It is the second oldest cable network, beginning in April of 1978.

The third largest cable network is Trinity Broadcasting Network of Santa Ana, California, under the direction of Paul Crouch, president. It features 24-hour Christian programming with 6.7 million

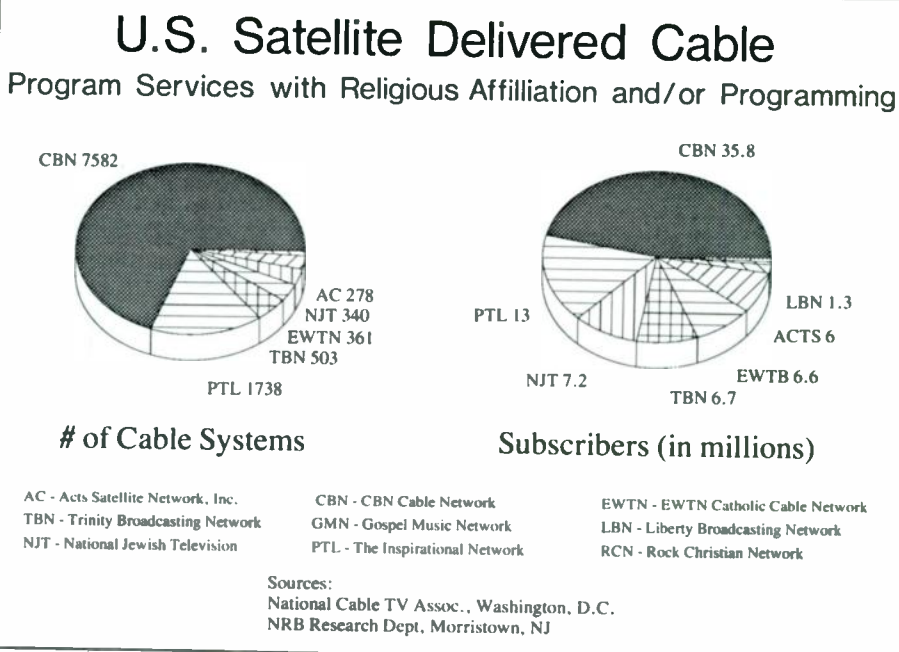
subscriber households carried on 503 cable systems. It, too, began in April of 1978.

Trinity Broadcasting Network owns and operates an additional 70 Christian television stations throughout the world.

The realistic fact is that the earlier the

Religious broadcasters are among the earliest to seize the opportunity for this new chance to broadcast the Gospel on a 24-hour basis.

At the second annual convention of the European Religious Broadcasters held in London, England, last May, Herman Rie-



religious cable system initiates its programming, the greater cable system involvement and the more subscribers are on the system. This means that CBN, beginning in 1977, had the advantage of being on the ground floor of this burgeoning opportunity, and the cable systems that have come on more recently, such as the Rock Christian Network and the Gospel Music Network, have made significant growth but are not as large as those which had an earlier start.

However, each religious network has grown dramatically during the last five-year period and has established a new "order of existence" in the religious broadcasting scene.

Other countries of the world are far behind, such as the United Kingdom and West Germany. Reports from these countries, however, indicate that they are fast catching on, and private systems of a non-governmental nature are springing up.

file of West Germany reported on the growth of "Christian Media," a new cable system operating on a 24-hour basis in Altensteig, West Germany.

Although evangelical programming is ahead, it is interesting to note that Catholic programming in the cable network field is being initiated by Mother Angelica of Eternal Word Television Network (EWTN), Birmingham, Alabama, with 6.6 million household subscribers. Jewish programs are being aired on the NJT Cable System (National Jewish Television) from Wilton, Connecticut, for a total of 7.2 million household subscribers on a Sunday only basis, 1-4 pm.

The Southern Baptist Radio and Television Commission, headed by Dr. Jimmy Allen, president, represents the largest Protestant denomination in the U.S.A. The ACTS Satellite Network, Inc., from Fort Worth, Texas, features original

(continued on page 27)

Dr. Robert A. Cook, NRB President and
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Religious Broadcasting Is Alive and Expanding

by Ben Armstrong

On Sunday, May 31, the *New York Times* ran an article by Samuel G. Freedman entitled, "Evangelicals Fight Over Both Body and Soul." In this article, Freedman attempts to make the point that religious broadcasting is on a serious decline, and has been for several years. The recent problems with Jim Bakker and PTL are a result of this trend, he implies. However, his conclusions are questionable, because he did not consult people within the field of religious broadcasting for this information.

He quotes two authors who have written books on television evangelism. According to one author, the general public has the idea that all television evangelists are swindlers. He suggests that Jerry Falwell's efforts to save PTL are, in actuality, an attempt to "save face" for other TV evangelists.

The other author claims that the heyday of religious television is over, having peaked in 1979 and 1980. Freedman uses this statement to reinforce his inference that religious broadcasting is in trouble because of a declining audience, declining financial support, too much diversity and competition in the field and loss of control over public image and personal finances.

This is damaging, because any uninformed reader will think that the roots of religious broadcasting have deteriorated and are now unstable. The informed reader, one who is familiar with religious broadcasting or who works in religious broadcasting, will know that Freedman has not done his homework properly.

What Freedman is really showing is not that religious broadcasting is in trouble, but that he has no conception of what Christian television is all about. At one point he says, "A New York Times/CBS News poll earlier this year suggests that the audience has been almost exhausted, since only a fraction of the respondents who do not already donate money to television evangelists say they have a favorable opinion of them." In using a statement such as that, he shows that he has little knowledge of the history of religious broadcasting, or of Christianity. Everyone in this business knows that many people who don't donate have unfavorable opinions of television evangelists. Most people either don't know what religious broadcasting is, or are indifferent to it, as they are to Christianity. Why didn't Freedman ask religious broadcasters about the future of religious broadcasting? Why rely on someone outside of the business, who either has an axe to grind or doesn't have all the facts?

Here are the facts, supplied from NRB's

Directory of Religious Broadcasting, the 1984 Annenberg-Gallup Survey of Religious Television, and articles in the June 1984 issue of *Religious Broadcasting* by David Clark, vice president for marketing for CBN; Harold Hostetter, senior editor of *Guideposts* and former editor of *Religious Broadcasting*; and George Gallup, Jr., president of the Gallup Poll. Fact: religious broadcasting is on the increase.

- The number of religious radio stations in the U.S. (including campus stations) was 1,043 in 1985, 1,134 in 1986, and is 1,370 this year. The increase from 1986 to 1987 was 21 percent.
- The number of religious TV stations in the U.S. was 92 in 1985, 200 in 1986 and is 221 this year, showing an increase of 11 percent from 1986.
- The number of organizations producing religious radio programs for use in the U.S. was 511 in 1985, 562 in 1986 and is 596 this year, an increase over 1986 of six percent.
- The number of organizations producing religious TV programs for use in the U.S. was 373 in 1985, 400 in 1986 and is 414 this year, an increase over 1986 of four percent.
- The number of religious radio programs being produced for use in the U.S. was 687 in 1985, 755 in 1986 and is 807 this year, an increase from last year of seven percent.
- The number of religious TV programs and film being produced for use in the U.S. was 1,010 in 1985, 1,047 in 1986 and is 1,061 this year.

NRB, in fact, has seen steady growth over the past 20 years, expanding from 104 members in 1966 to 1,250 members this year. In 1979, a so-called "peak year" for religious broadcasting, NRB had only 750 members. According to the facts, looking at growth in the general field of religious broadcasting, expansion—not decline—is the trend. Religious broadcasting has not yet peaked.

No one in the business can object to statements Freedman quoted, such as that from Rex Humbard, Jr., chief executive officer of the Rex Humbard ministry, who notes that confidence in television evangelists is at an all-time low, or Martin E. Marty, a professor of modern Christianity at the University of Chicago, who stated that there has never been a "nationally perceived scandal like this," because both statements are true. Never before has a religious broadcaster been subjected to such intense public scrutiny. But, as world events have a daily effect upon the stock market and the price of gold, and rarely is any change drastic or permanent (except for a favorable upward

trend), so it is with the effect of the PTL situation on the field of religious broadcasting. There are and will be "seasonal changes"—there always have been—but PTL will not be the death of religious television. People are hungry for the Gospel, and there are plenty of credible, responsible ministries in the market.

The Annenberg School of Communications of Philadelphia, Pennsylvania, together with the Gallup Association of Princeton, N.J., conducted a poll over a period of two years, and spent \$175,000 to find out what the connection between television and religion consisted of. Their findings are summarized in a report which was released in April of 1984 and appeared in the June 1984 issue of *Religious Broadcasting*. The survey found that religious broadcasting enhances the church-going community, instead of dividing it, as many ministries feared. The survey also found that between 13-23 million people watched religious television during any given week. This survey did not include cable television, which has a great concentration of religious programs.

Another survey conducted by Nielsen in 1986 discovered that 61 million viewers tuned into religious programs during the month of February. This survey included cable television. Religious cable networks have shown tremendous growth since their inception in the late 1970s. CBN of Virginia Beach, Virginia, was begun in April 1977. It now has 35.8 million subscribers and 7,582 cable systems. It is the largest religious cable network in the country. The second largest, Inspirational Network (PTL), of Charlotte, N.C., has over 13 million subscribers and 1,738 cable systems. The third largest, Trinity Broadcasting Network of Santa Ana, California, has 6.7 million subscribers and 503 cable systems. Both Inspirational and Trinity were begun in April 1978.

Freedman's premise is not well-supported and his reasoning is faulty. The problem with his statistics is that they are based on a few isolated examples, which are then expanded proportionately to represent the entire field. Also, he is measuring seasonal changes and citing them as an overall trend. One must be careful in making generalizations to choose representatives which truly represent the field, or the conclusions will be erroneous. Perhaps religious broadcasters are not the only ones whose credibility should be examined.

Ben Armstrong is executive director of National Religious Broadcasters.

CABLE

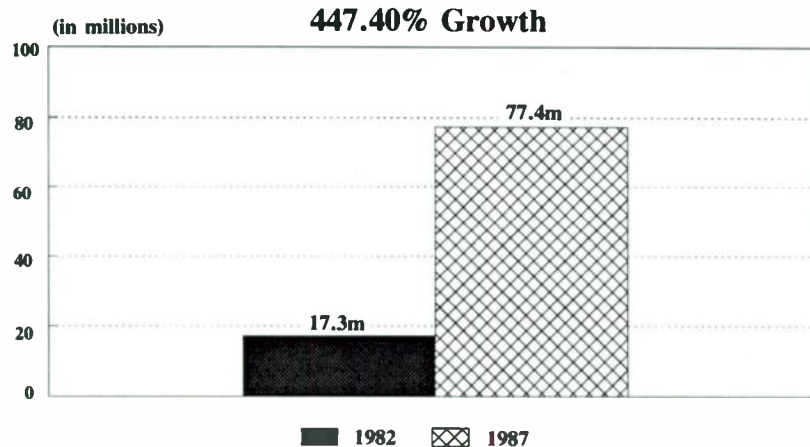
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Christian family entertainment programming on a 24-hour basis and has signed up 6 million subscribers employing 278 cable systems. This system is primarily supported by Southern Baptist local churches but also receives funds from the denomination. This makes it possible not to engage in on-the-air fund-raising ac-

I have consistently maintained with the publication of my book, *The Electric Church*, in 1979, that the audience for Christian television programs rather than the speaker/evangelist determines the future for the electric church." The person who "calls the shots" in religious broadcasting is unquestionably the one who turns the dial of the television receiver.

Religious Cable Growth

* Number of Subscribers *



Sources:
National Cable TV Assoc., Washington, D.C.
NRB Research Dept, Morristown, NJ

tivities as may be characteristic of all other satellite networks.

In the local community where I live, Harding Township, New Jersey, the concept of the cable-wired community is being bitterly fought. Two NRB members also live in the same community, namely Dr. Paul E. Freed, president of Trans World Radio, and Dr. E. Brandt Gustavson, executive vice president of Trans World Radio. We want the availability of U.S. satellite-delivered cable program services, but are unable to receive them because of the decision of the town council.

Twenty years ago it was predicted that cable development would dramatically change the U.S.A. from off-the-air television to "the wired nation." However, by the year 2000 the idea of "the wired nation" by cable services will become a reality because of the vast development of significant services in the field of U.S. satellite-delivered cable program services. Attractive features of the religious cable networks demand increasing attention. No community will be able to permanently curtail the great advantage of Christian programming on a 24-hour basis for its inhabitants.

Inevitably, it is the viewer, not only the producer, whose demand for spiritual nourishment prevails. America has increasingly been asking for the revival of traditional and spiritual values instead of academic/secularized religion. "Back to basics" is a reality true of math, education and other areas, but it is also characteristic of the religious revival in our current decade.

Traditional values as centered in the Word of God are still the most reliable guidepost of our time. Without the combination of the free enterprise system in broadcasting and high technology, we would not be nearly as informed and effective as Christians in the U.S.A. today. The combination of these factors constitutes the basic reason for the high profile and effectiveness of religious broadcasting today.



Ben Armstrong is executive director of National Religious Broadcasters.

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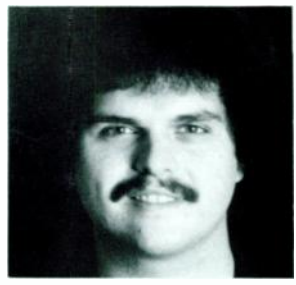


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BROADCASTERS



Peter York

WZZD-AM/Philadelphia has joined the fight against drug abuse by participating in the Media Partnership for a Drug-Free America. The station began airing the spots in May.

Peter York was promoted to vice president of A&R for Sparrow Records, according to Sparrow president Billy Ray Hearn. **Barbara Catanzaro-Hearn** has been promoted to director of creative services and artist development for the corporation.

Doug Balch, formerly of WAYE in Baltimore, has been appointed general manager of WFEL-AM/Towson, (Maryland). Bob White, who was the program director, has assumed the title of operations manager.

Rev. Clement W.K. "Kris" Lee, formerly telecommunications director of the Lutheran Church in America, is now director of electronic media at Episcopal Church headquarters. Lee previously held communications jobs at the American Bible Society and the Lutheran Council in the U.S.A.

David Aikman, foreign correspondent for *Time* magazine, was the commencement speaker at CBN



Anne Gimenez

University's eighth graduation ceremony, May 16. Aikman spoke on the need for Christian excellence in the professional world.

Jim Newton was named director of communications for the Lausanne Committee for World Evangelization. Newton will move to Singapore in July to head the department.

Anne Gimenez, co-pastor of Rock Church in Virginia Beach, Virginia, was a guest speaker at the 1987 Elim Bible Institute Commencement ceremony on May 3. Gimenez is executive producer of the Rock Church television program and nationally recognized leader of Christian women.

Lorenz Creative Services (LCS) announced the promotion of **Joe Brown** to assistant director for publishing/copyright. Brown has been with the company for three years.

Lee Larson, vice president of the Belo Broadcasting Corporation, was named vice chairman of the Arbitron Radio Advisory Council. His term of office is one year.

The first 15 members of the **Evangelical Lutheran Church in America's** Board for Communication were



Craig Wallin

elected in Columbus, Ohio on May 3. The ELCA will officially begin operations in Chicago in January.

Craig Wallin of WHME-FM/South Bend (Indiana) appeared on nationwide television recently over the Nashville Network. Wallin was featured with singer/songwriter Pam Mark Hall as they discussed Pam's latest album project.

Good Companion Broadcasting announced the opening of a new station in May. **WJAL-TV** Channel 68 features a variety of family-oriented and Christian programs, according to operations manager **Jerry Foreman**. The 4 million watt UHF station broadcasts from Tuscarora Mountain, Pennsylvania.

The Board of Trustees of **Back to the Bible** approved an \$8.5 million building program during a recent semi-annual meeting in Lincoln, Nebraska. The proposed 170,000-square foot structure will replace the ministry's present facility.

The **International Bible Society** will publish newly translated portions of Scripture in 27 Philippine tribal languages this year. All of



Paul Rader

the manuscripts were completed by personnel of Wycliffe Bible Translators.

WMTV, Madison, Wisconsin, was among 13 commercial stations recognized by the National Association of Broadcasters for excellence in children's television. WMTV's program *By Kids, For Kids* won under the category of special programs of one-half hour or longer.

The **Paul Rader Evangelistic Association** announced the addition of a 30-minute weekly radio program now broadcast on 11 stations. *Reality* is hosted by Rader and is aired on Sundays. According to Rader, the stations are secular and reach audiences that are primarily unchurched.

The **Salvation Army** installed six new members to its highest-ranking civilian board during a National Advisory Board meeting in April. The new members were installed by commissioner Andrew S. Miller.

WLIZ-AM/Lake Worth, (Florida) changed its call letters to **WLVS** as of March 1. The station has been on the air for more than 28 years and has broadcast Christian programming for more than ten years.

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Accountability: The Key to Renewed Credibility

by David W. Clark

The PTL tragedy has focused unparalleled media attention on religious broadcasting. The American public has been exposed to the unfolding scandal on the front pages of local and national newspapers. *USA Today* has become a kind of semi-official journal reporting many real and some imagined aspects of the situation. By the end of May, Ted Koppel's *Nightline* program had devoted 11 programs to the PTL problem. The media reported that the program the night of May 27 broke all previous records with an amazing 41 share of the audience.

In one sense, this intense coverage of the situation is evidence of the enormous influence of religious television on American culture. Even a decade ago such coverage would have been relegated to the back pages of Bible Belt newspapers, if it appeared at all. The reasons the media have given for this intense scrutiny are the large amounts of money involved and the human interest aspect of the story.

But clearly there are other reasons for this coverage. The secular media have at last come to understand the enormous power of religious broadcasting to confer status on people and ideas, to help determine the public's agenda of issues and to provide real competition for the ever fragmenting broadcast audience. Thus the unprecedented impact of the proclamation of the Gospel has not gone unnoticed by the secular press, it has merely been interpreted in their own terms. But this is the sweet part of the bittersweet situation.

We are currently facing the most severe credibility crisis in religious broadcasting since its inception. This unprecedented

situation requires an unprecedented response from the religious broadcasting community. A new openness and transparency must replace ambiguity if we are to regain the public's confidence.

There is a large body of source credibility research which seems to indicate that three factors define credibility: perceived competence, perceived trustworthiness, and perceived charisma—or in Christian terms, spirituality. All three of these elements of credibility have been damaged in the PTL situation. Any concerted effort to repair the present lack of credibility should address each of these factors. Jerry Falwell has intuitively addressed each of them as he has sought to provide leadership in a most difficult situation.

On a larger scale, all religious broadcasters will need to be thinking and praying about ways we can restore credibility in at least these three dimensions. I believe the key to this restoration lies in transparent accountability. This is especially needed by parachurch organizations which often lack the more traditional forms of church governance and accountability. If such traditional accountability systems are missing, to whom is the religious broadcaster accountable? There are several levels of accountability which

impinge on every religious broadcaster, whether recognized by that broadcaster or not.

On an intrapersonal level, those who would be the bearers of God's great good news, the Gospel, stand accountable before God for their ministry. Proverbs 23:7 says that as a man "thinks in his heart so is he." Isaiah describes the leader the Lord will esteem as "he who is contrite in spirit and trembles at my word." The audiences of religious programs have a right to expect a private life which matches the media image. Media leaders must be men and women of deep personal piety who spend the time daily before God and in the Word. Their personal lives must fulfill the scriptural requirements for Christian leaders (1 Tim. 3:3). If this ceases to be the case and the leader finds himself walking in the valley of doubt or in bondage to sin, he has an ethical obligation to seek spiritual counsel which can help restore him to spiritual health. Unfortunately such counsel is not always readily available.

The interpersonal level of accountability is also critical. Those who would lead broadcast ministries must have among their co-workers and friends fearless Nathan types who will "speak truth in love." Ideally, these individuals should be

protected from the threat of job loss. If a leader is surrounded completely by those who affirm his every remark and action it is easy to be led away by self-delusion. Also important to this interpersonal level of accountability is regular involvement in a local church and perhaps a prayer group. On another level, self-regulatory agencies such as the Evangelical Council for Financial Accountability (ECFA) and NRB's Ethics and Financial Integrity Commission (EFICOM) can exert interpersonal influence on religious broadcasters.

More formal organizational structures such as governing boards are likewise important safeguards of accountability. Both ECFA and EFICOM require that a majority of board members be non-employees and unrelated to the leaders of the organization. Obviously, board members must be deeply committed Christians who are willing to exert the effort needed to see that the organization is operating in an ethical manner. Part of that responsibility includes making certain that the organization is in compliance with IRS requirements.

Donors to broadcast ministries exercise a very powerful form of accountability on our ministries. Their letters, telephone calls and personal visits provide constant

(continued on page 32)

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(continued from page 31)

feedback. Moreover, unlike most parachurch ministries, the leaders of broadcast ministries are seen and heard on a daily or weekly basis. This constant media contact makes non-veridical communication very difficult to sustain over a long period of time. Mass media researchers see today's audience as an active, inquiring, discerning one, which will not long abide content which it dislikes or disapproves of. Likewise the audiences who support broadcast ministries are attracted to and held by what they see and hear. Attracting an audience and earning its support is not nearly as easy as many critics believe. Moreover, it is relatively easy to lose an audience if the contents no longer are meeting spiritual felt needs. The rapid feedback provided by donor response can be both a help and a detriment to a broadcast ministry. It points to the tension ministries sometimes feel between providing content which meets the spiritual felt needs of the donors and content which addresses the spiritual needs of those who may never become donors.

Ideally, no fund appeals of any kind should need to be made in a religious program. But in reality, all broadcast programming is ultimately funded by the au-

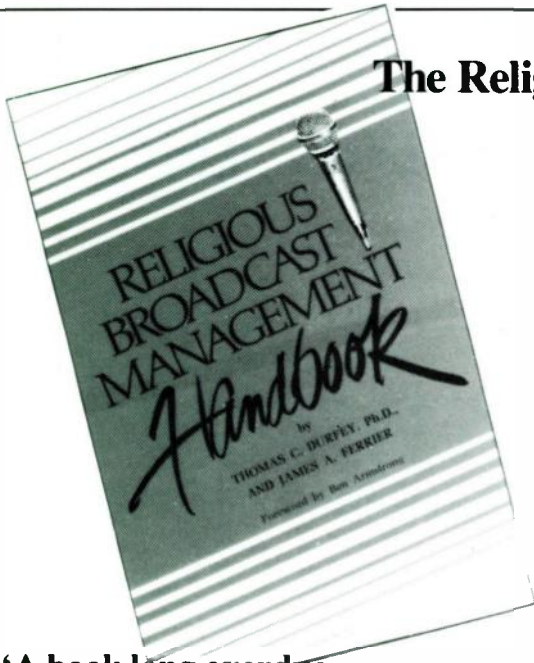
dience. Programs on commercial stations are paid for by the advertising, which in turn is paid for by those in the audience who buy the products advertised. Public broadcasting is funded by federal taxes as well as individual and corporate donors. Similarly, religious broadcasting must be funded by audience members who are willing to support the programs since commercials and tax revenue are not a realistic source of support for most programs. Since fund raising is an essential aspect of religious broadcasting, let us seek to do so in a manner which is truthful and as unobtrusive as possible. Billy Graham has cautioned, "There is a danger when TV preachers begin to beg too frequently and too fervently. Money is a *means*: it must never be the *message*."

The secular media also represent a level of accountability acting on broadcast ministries. Ideally, the previous levels of accountability for Christian broadcasters which I have described should function in such a way that the secular media would have little to look at. The media assumes the function of surveillance. They see themselves as the self-appointed guardians charged with the responsibility of focusing their attention on any event or person

which may seem unusual or improper. The criteria by which the media selects such events is unwritten and they are largely unaccountable to anyone for their actions. It is clear from several recent surveys of the press that the gatekeepers and reporters who lead the secular media hold attitudes and beliefs significantly different from the audiences they serve. This is particularly true in the areas of religion and morals. Thus it should not be surprising that their coverage of broadcast ministries is sometimes hostile and often unequivocal. At best, their reporting is characterized by a profound lack of understanding of the nature and work of Christian ministries. Nevertheless, the secular press has an undeniably important role to fulfill in making broadcast ministries accountable to the public they serve.

We have before us an unprecedented opportunity and responsibility to restore the credibility of religious broadcasting. That restoration will come mainly as we seek to strengthen the levels of accountability within our organizations and a fresh anointing from the Lord of the harvest.

David Clark is vice president of marketing at CBN and is treasurer of NRB.



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Published by Zondervan 1986

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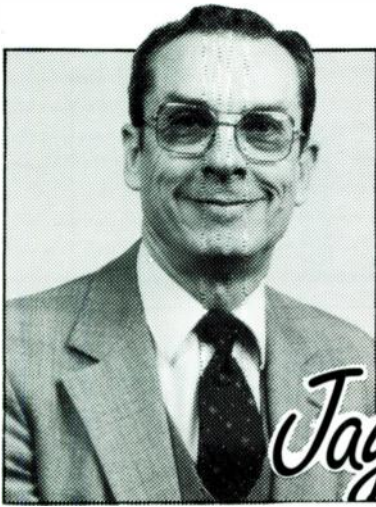
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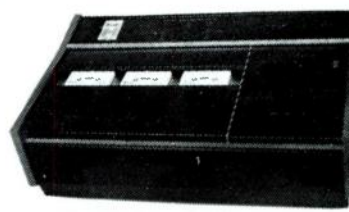
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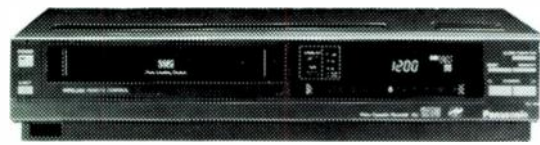
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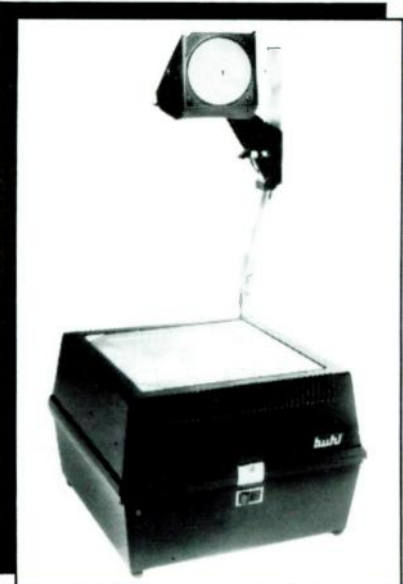
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ON THE AIR

Instrumentals on Christian Radio

by Bob Augsburg

When I first began working with Christian radio in the early 1970s, instrumental albums were limited to releases from Ralph Carmichael, Paul Mickelson and Dino. The instrumentation mostly consisted of string orchestras and piano. Later in the 70s, Don Marsh contributed to instrumental variety with several albums broadening the use of instrumentation to include brass and additional percussion. From 1978 to 1984, religious instrumental music was predominantly released from Praise Strings, Rick Foster and Dino. Each one of these artists focused on recording familiar selections previously recorded vocally. Church hymns were exclusively featured on albums like Rick Foster's *Hymns for Classical Guitar* and Don Marsh's successful *Beside Still Waters* panpipe album now on C.D. The latter two were successful from a sales perspective, though radio airplay was very limited.

In the last two years a new brand of instrumental music has emerged into the Christian music scene and it is beginning to receive an increasing amount of airplay on Christian radio. Some have labeled it Christian jazz, others call it contemplative or reflective music. One visit to a Christian bookstore will convince you that no matter what it is called, it is here to stay. Since 1985 Sparrow Records alone has released 15 albums all under the Meadowlark banner. Unlike religious instrumental albums released ten years ago featuring familiar church tunes, the new contemplative albums contain original instrumental compositions.

There is no doubt that Windham Hill music, which boasts 1986 sales of nearly 30 million, has caught the interest of not only Sparrow, but Benson and Maranatha records as well. For those of you not familiar with Windham Hill ar-

tists (or New Age music, as it is called in secular circles), the instrumentation is largely comprised of synthesizers, flutes and sax set to contemporary jazz structure. It has been called "mood music" and "yuppie beautiful music" for the 90s. Earlier this year, an entirely new format was developed on KMET-FM/Los Angeles (now The Wave, KTWV-FM), featuring this new trend in instrumental mood music. The Christian counterpart is also beginning to receive increased airplay attention and interesting listener response from stations across America.

Tom Hesse, at KNIS/Carson City-Reno market, decided several months ago to blend several hours of this new instrumental music together with carefully selected vocals. It was to serve as a pilot program to ascertain what the listener reaction would be. The positive response (three to one) led KNIS to begin a new daily music rotation. Now from 10 am to 3 pm and 7 pm to 3 am, KNIS features instrumental music from the Meadowlark, Colours and Shalavah series. The music segments also include four to six vocals per hour limited to soft contemporary praise songs by artists like John Michael Talbot, Wendy & Mary and the Maranatha Singers. They are promoting these contemplative daypart music segments as "A Bit of Shade in the Heat of the Day." Station manager Hesse comments, "At this time it is too early to say whether or not we will permanently program such a heavy rotation of instrumentals, but so far listener response has been quite positive from a surprisingly broad age group." Research has shown that this jazz-flavored instrumental music is appealing to young adult males, a segment of the audience that Christian radio usually does not penetrate too well.

Other stations are beginning to experi-

ment with Christian jazz. WJIS/Bradenton, Florida, now airs a one-hour Saturday night program featuring this new brand of Christian instrumentals exclusively. They also have in regular rotation 150 instrumental cuts that appear in the clock once per hour during drive times; twice per hour in non-drive periods.

The only criticism from listeners to this new music element seems to focus on the non-familiar melody of the songs. A few KNIS listeners told Hesse that they can't tell the difference between their Christian station and a secular one during the instrumental music time slots. However, overall response seems to be quite positive to this new contemplative Christian instrumental music. Target audience, geographical location and culture will play a major role in determining if this musical element should be included in your format. If your own research indicates positive reaction, then careful thought must be given to the choice of cuts used at a given time and how frequently they should appear in your format rotation.

Since this is a relatively new style of Christian music from a programming perspective, we may explore the subject in greater detail in a future article. Comments regarding the use of instrumentals on your station and the reaction from listeners would be appreciated. Send to: On The Air, c/o Religious Broadcasting, CN 1926, Morristown, NJ, 07960.



Bob Augsburg is president of Programming Plus, Ft. Myers, Florida. Programming Plus has developed reel to reel Christian formats for stations across the United States.

Single Notes

Inspirational/MOR

Bread N'Honey records has released several albums recently, most of them from familiar names to Inspirational radio, like Kathie Sullivan, Johnny Hall and Eternity. However, one of the albums features a new male group called **The Lads**. Though their album does not contain any real power songs, there are several that warrant consideration. **Praise His Name** stands out above most on the album. It resembles early Imperials with a memorable hook.

For stations still featuring large groups occasionally, the **Eternity** album called **Light of the World** merits consideration. Particularly listen to **Psalm 20**.

Kathie Sullivan's album contains a duet with **Scott Wesley Brown** entitled **King of Peace**. The song was ably written by Claire Cloninger and Don March. Inspirational stations, particularly those on the traditional side, will want to add this cut into strong rotation.

Debbie Boone's new album, produced by Michael Omartian, contains a great first single release for Inspirational radio. **Name Above**

All Names is a Chuck Girard classic set to full orchestration and should chart well on mainstream radio.

Adult Contemporary

Home Sweet Home records is excited about the album **Higher Ways**. It is the first studio album from **Chris Christian** in over three years. The album features a new sound for Chris with the first single entitled **Promises**. The cut, with lyrics that deal with God's faithful promises, should work well on A/C stations.

Silverwind's next single contains a beautiful message about returning to our first love. The title, **First Love**, from the album **Set Apart** is mellow enough to be included on MOR stations.

Kim Boyce's newest single **That's How You Touched My Heart**, leans toward CHR. Some A/C stations may have to daypart this one. Like the previous cuts **Darkened Hearts** and **Here**, this single is produced and mixed well.

Chart Check

KWJC/Liberty, Mo.

FORMAT: A/C

1. Maybe Today - White Heart
2. All Over the World - Glad
3. Don't Underestimate My Love - Chris Eaton
4. Foolish Things - Steve Camp
5. Here - Kim Boyce
6. All of Me - Stryper
7. Inside Out - DeGarmo & Key
8. Remember Me - Benny Hester
9. Forever King - New Song
10. Honestly - Stryper

WCHB/Farmville, N.C.

FORMAT: Inspirational/MOR

1. Bring That Child to Me - Steve/Anne Chapman
2. In His Sanctuary - Sonlight
3. Enter In - Steve Green
4. Winter to Spring - Evie
5. When It's All Been Said & Done - Phillip Sandifer
6. We Will Be Holy - Silverwind
7. The Final Word - Michael Card
8. Make Me an Instrument - Bass & Co.
9. He Is Messiah - Luke Garrett
10. Faithful Men - Twila Paris

WLFJ/Greenville, S.C.

FORMAT: MOR

1. He Is Able - Truth
2. I Miss My Time with You - Lamelle Harris

(continued on page 36)

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*(continued from page 35)***CHART CHECK**

3. Enter In - Steve Green
4. Can't Stop Talkin' - Gaither Vocal Band
5. Beautiful the Dreamer - Paul Smith
6. In His Sanctuary - Sonlight
7. Felicity's Faith - Steven Rhett
8. Forever King - New Song
9. You're to Blame - David Martin
10. Dear Lord - Terry Clark

KPBC/Dallas, Tex.

FORMAT: A/C

1. Friends Again - Terry DeSario/Steve Archer
2. Watch the Lamb - Ray Boltz
3. God Sees a Lot in Me - Wesley Putman
4. Bring It to Jesus - Cynthia Clawson
5. What Can I Do - Truth
6. Heart Like Mine - Billy Sprague
7. Break My Heart - Rob Frazier
8. Wings of Love - Imperials
9. Soon - Daniel Amos
10. I'll Tell It - New Jersey Mass Choir

WZZD/Philadelphia, Pa.

FORMAT: A/C

1. Get Ready - Imperials
2. Can't Stop Talkin' - Gaither Vocal Band
3. Maybe Today - White Heart
4. The Final Word - Michael Card
5. Why - David & The Giants
6. You're to Blame - David Martin
7. Libera Me - Leslie Phillips
8. Here - Kim Boyce
9. The Love of God - Phillip Bailey
10. Verge of a Miracle - Rich Mullins

Interstate Satellite Network

FORMAT: A/C

1. I Miss My Time With You - Larnelle Harris

2. Can't Stop Talkin' - Gaither Vocal Band
3. Here - Kim Boyce
4. You're to Blame - David Martin
5. This Little Light - Prism
6. People All Over the World - Farrell/Farrell
7. All the World Should Know - Glad
8. Faithful Men - Twila Paris
9. The Love of God - Phillip Bailey
10. Verge of a Miracle - Rich Mullins

WWDJ/N.Y.

FORMAT: CHR

1. Can't Stop Talkin' - Gaither Vocal Band
2. The Final Word - Michael Card
3. Maybe Today - White Heart
4. People All Over the World - Farrell/Farrell
5. Libera Me - Leslie Phillips
6. Get Ready - Imperials
7. The Love of God - Phillip Bailey
8. Foolish Things - Steve Camp
9. All the World Should Know - Glad
10. Still Waters - Greg X. Volz

WWGM/Nashville, Tenn.

FORMAT: Inspirational/MOR

1. Shine on Me - Steve Amerson
2. In His Sanctuary - Sonlight
3. We Exalt You - Gary McSpadden
4. Faithful Men - Twila Paris
5. Winter to Spring - Evie
6. We Worship You - Come Together Album
7. We Need the Lord - Karla Worley
8. Unshakable Kingdom - Let There Be Praise
9. We Will Be Holy - Silverwind
10. Enter In - Steve Green

WBYO/Boyertown, Pa.

FORMAT: Southern Gospel

1. Outside the Gate - Forbes Family
2. He Is Risen - Wendy Bagwell

3. Getting Used to the Dark - McKamey's
4. When I Get Carried Away - Gold City
5. No Other Name - Abercrombies
6. Boundless Love - Cathedrals
7. One Touch Sufficient - Roy Knight Singers
8. Soul Fillin' Station - Hinsons
9. The Return of El Shaddai - Lesters
10. Past to Presence - Singing Americans

KCFO-AM/Tulsa, Okla.

FORMAT: Southern Gospel

1. Soul Fillin' Station - Hinsons
2. He's Coming Back - Jimmy Swaggart
3. Always - The Fremans
4. Nail Scarred Hands - The Anchorman
5. The Answer - Blackwood Bros.
6. Keep Your Eyes on Him - Singing Echoes
7. When I Get Carried Away - Gold City
8. All Rise - Doug Oldham
9. Wonderful Time up There - Pat Boone & The Cathedrals
10. Caught Up - Kingsboys

WFRN/Elkhart, Ind.

FORMAT: Inspirational/MOR

1. The Final Word - Michael Card
2. The Language of Jesus Is Love - Scott Wesley Brown
3. Treasures - Jimmy Owens Singers
4. He'll Dry the Tears - Dallas Holm
5. I Will Survive - Cynthia Clawson
6. Friend of a Wounded Heart - Wayne Watson
7. Winter to Spring - Evie
8. Praise You Lord - Buddy Greene
9. I Will Praise You O Lord - Candle
10. I Will Rejoice - Luke Garrett

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CBA 87 Convenes in Anaheim

ANAHEIM, Calif. (NRB)—The 38th annual convention of the Christian Booksellers Association meets July 11-16 with the theme, "Committed to the Cutting Edge." More than 10,000 retailers and executives from the book publishing, music and related industries are expected to attend the trade show, general sessions and workshops at the Anaheim Convention Center.

William R. Anderson, president of CBA, said, "Our International Convention draws attendees from more than 40 countries, and every U.S. state."

Speakers include many of those in the Christian broadcasting industry, including Harold Morris of Focus on the Family, Arcadia, California; NRB member Charles Swindoll, speaker on *Insight for Living*, Fullerton, California; Pat Boone, host of *The Pat Boone Show*, a nationally syndicated gospel music program; NRB board member Warren Wiersbe, general director and speaker on *Back to the Bible* broadcast, Lincoln, Nebraska; and NRB board member Pat Robertson, president of the Christian Broadcasting Network.

Musical contributions for this year's convention will be made by recording artists Debby Boone, Kathie Sullivan, Gary McSpadden, Johnny Hall, GLAD and others.

The CBA exhibit hall will feature 340 companies and 1,000 booths and will introduce new products and services. National Religious Broadcasters will unveil its own exhibit booth, to be located in the registration area of the Convention Center. The exhibit is the first of its kind in the history of NRB. Michael Glenn, exposition director of NRB, said the new exhibit will display the latest edition of *The Directory of Religious Broadcasting*, registration forms and information on NRB 88, membership information, and various NRB publications, including complimentary issues of *Religious Broadcasting* magazine. Glenn said the CBA convention is the first of many for which the NRB exhibit will be used.

Convention hotels include the Anaheim Marriott, the Anaheim Hilton and Towers, Inn at the Park Hotel, The Jolly Roger Inn and Quality Inn. For additional hotel information contact CBA Housing Bureau, PO Box 4270, Anaheim, CA, 92803. Pre-registration information can be obtained by calling CBA at (303) 576-7880. For media certification, register with Audrey Langdon, manager of public relations, at (602) 957-9001.



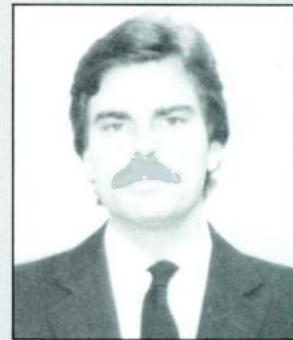
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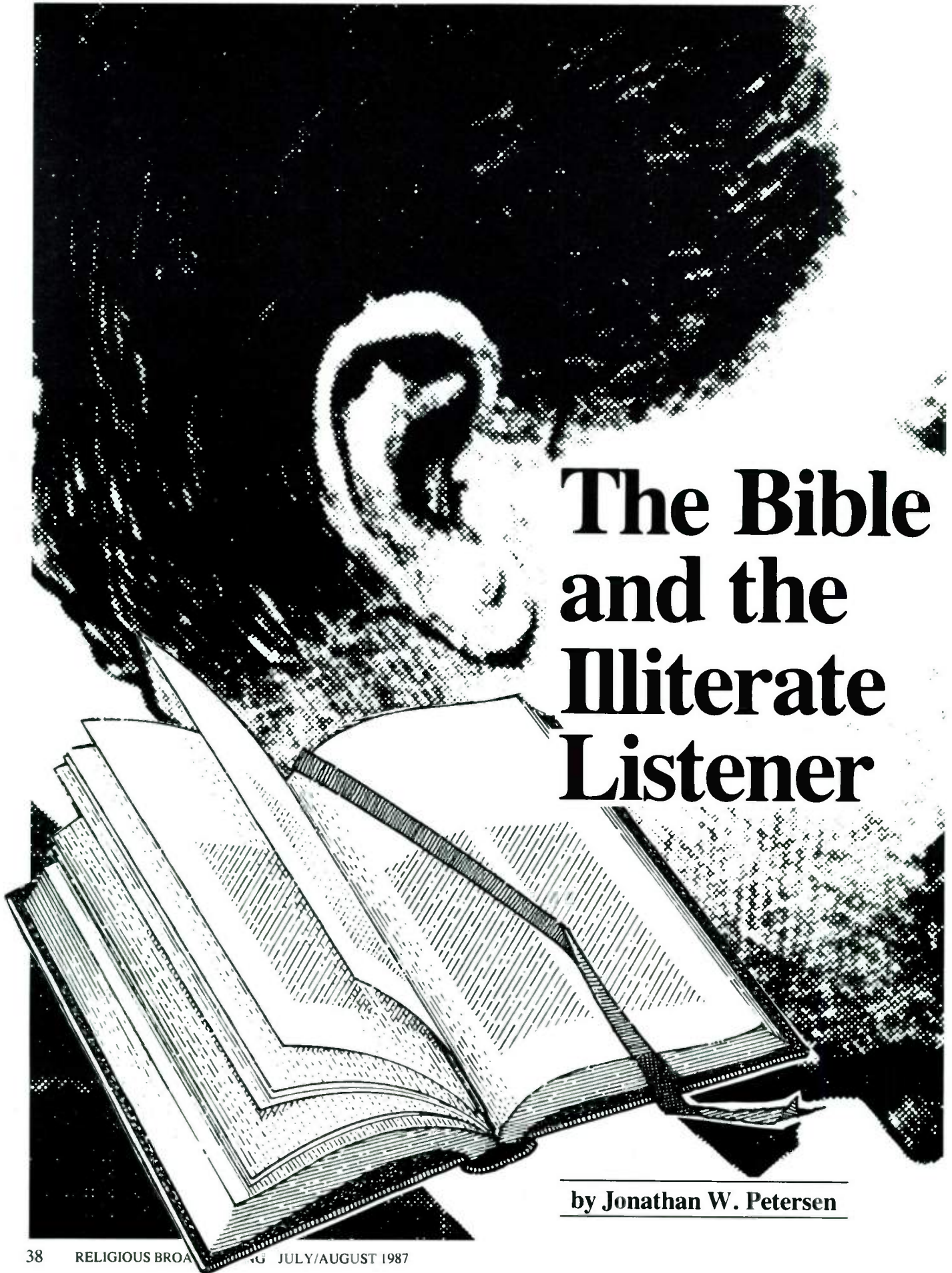
Charles Swindoll

NRB and CBA: Partners in Christian Media

MORRISTOWN, N.J. (NRB)—This year's convention of the Christian Booksellers Association will involve NRB members and officers. Dr. Robert A. Cook, president of NRB, will be joined by executive director Ben Armstrong and exposition director Michael Glenn in representing

NRB at the Anaheim Convention Center. "Christian media is the key to evangelizing our world. The U.S. organizations which can accomplish this more effectively by working together are CBA and NRB," commented Armstrong.

Astrid Seeburg, former managing editor of *Religious Broadcasting*, serves as director of public relations for the CBA 87 convention. Another former NRB staff member, Audrey Langdon, is manager of public relations for the event.



The Bible and the Illiterate Listener

by Jonathan W. Petersen

A man in New York eats his lunch every working day in one particular restaurant; not because he relishes the food, but because the menu has pictures of the meals to help him order.

A woman in Denver is unable to read the letter her son brings home from school telling of his learning difficulties.

A worker in Chicago gets the prescription medicine his doctor ordered, but cannot decipher the instructions on the label.

According to the American Bible Society, over 900 million people in the world are illiterate. Up to 60 million of those are adults in the United States. That is more than one-third of the U.S. adult population. The U.S. ranks 49th among 158 member nations of the United Nations in its literacy levels.

Reading is so basic a function that people who can perform it find it difficult to believe there are those who cannot. But the statistics are staggering.

The Cost of Illiteracy

Jonathan Kozol, in his book *Illiterate America*, says 25 million American adults cannot read and another 35 million read "only at a level which is less than equal to the full survival needs of our society" (which is less than the ninth grade level). He calls these people "functionally illiterate."

The cost of illiteracy is estimated at over \$237 billion in annual lost earnings. From 50 to 75 percent of the unemployed are illiterate, which means \$6 billion is added to welfare costs. One out of two prison inmates are illiterate, with the implication that they would not be in prison at taxpayers' expense if they could read.

Kozol calls the neglect of helping people to read "silent violence." His desire is to declare "all-out literacy war in the U.S."

Congress has dedicated 1987 as the Year of the Reader, a time to emphasize the importance of reading and to encourage people to read more.

Secular organizations have been formed to meet the needs. Among them PLUS (Project Literacy U.S.), a joint endeavor between the ABC and PBS broadcasting giants; the Coalition for Literacy, spearheaded by the American Library Association; the Business Council for Effective Literacy, organized by McGraw-Hill; and the U.S. government's Adult Basic Education program.

The Christian community is also involved. The Christian Broadcasting Network's Extended University sponsors "Sing, Spell, Read, and Write," a teaching program blending music with phon-

etics. Laubach Literacy International Incorporated uses a method developed by Frank Laubach, missionary-statesman to the Philippines, whose motto was "each one teach one," winning illiterates to Christ as they were taught to read. Christian Literacy Associates provides literacy workshops for communities. The volunteer agency Literacy & Evangelism International writes primers for adults.

Yet with all these programs, Kozol still says no more than two million adults are being taught to read every year. He believes illiteracy in America will be obliterated only when every person who can currently read teaches another person to

*You are in a
position to not only
change lives through
the airwaves
but also to encourage
people to expand
their vision through
the printed page*

read. We cannot depend on an independent agency to get the job done.

Bible Basics

What can Christian broadcasters do? You can take the lead in your community and become involved. The Christian faith is based on the Bible, the written revelation of God, which must be read to be truly appreciated. Ours is a literary faith. People must read, and must be encouraged to read, if they are to grow in their walk with God. It is important that Christian broadcasters become identified in the fight against illiteracy and for increased reading. Your audience will recognize your concern and will be grateful to you for it. You are in a position to not only change lives through the airwaves but also to encourage people to expand their vision through the printed page.

In conducting his research, Kozol asked illiterates why they wanted to read. One recurring response was, "I want to read the Bible." A recent Gallup survey published in *Bookstore Journal* (December

1986) showed most Americans believe the Bible to be the Word of God and one-third of them feel that "holding the Bible to be God's truth is absolutely necessary for someone to truly know God." Yet only 15 percent of the U.S. adults read the Bible on a regular daily basis, 25 percent open it less than once a month, and nearly another quarter percent do not read it at all.

While Americans seem to respect the Bible, it appears they do not often read it. Could these same survey respondents be functionally illiterate? Is there something you as a broadcaster should do?

Just as news reporting is vital to help your audience shape a proper worldview, so is emphasizing the practice of reading. Books, newspapers, magazines, all help develop a Christian's maturity. Radio is perhaps the most compatible with reading: both are an intensely personal form of communication. The announcer speaks directly to one listener and the book speaks directly to one reader at a time.

Television should also emphasize the importance of reading. In accepting the Irving Thalberg award during the 59th annual Oscar award presentations in March, film producer Steven Spielberg said film writers and producers in the 30s and 40s developed their talents by reading stories and books. He warned that today the imaginations of people are fed on film and television. He concluded by saying today's entertainers must not allow the image to be emphasized at the expense of the word. Spielberg's point is that we must reclaim today's youth by teaching them to be readers—not only viewers.

The possibilities are wide. Radio stations can produce book review spots, feature new book titles, record PSAs to emphasize the need for people to read, interview publishers, editors and authors, read both fiction and non-fiction chapter-by-chapter on the air (contact Rights and Permissions departments of the publishing houses with each book you choose to read), or glean expert reaction to news events from authors and put their comments in your newscasts. Television stations can do much of the same, along with listing current best-sellers or new titles on station logo visuals between programs, airing testimonials on how books change your viewers' lives, or producing a 30-second voice-over book report between programs showing the book cover and station logo.

Books make excellent promotional items as well. Large ministries such as Insight for Living and Focus on the Family offer books in exchange for donations of

(continued on page 43)

WASHINGTON

FCC Warns Against Broadcasting Indecencies

by Richard E. Wiley

Very recently, the Federal Communications Commission has dealt decisively with one of the thorniest problems within its regulatory jurisdiction—indecent and obscene programming. The Commission's recent efforts come a dozen years after a radio broadcast that triggered a landmark Supreme Court case, *FCC v. Pacifica Foundation*.

In 1975, a New York City radio station (owned by the Pacifica Foundation) broadcast in mid-afternoon George Carlin's famous "Filthy Words" monologue. Carlin catalogued the seven "four-letter" words "you definitely wouldn't say, ever" on the public airwaves, repeating them over and over again.

The FCC, citing a federal criminal statute that prohibited the broadcast utterance of "obscene, indecent or profane" language, found the Pacifica broadcast to be "indecent," especially given its time of presentation and the likely presence of children in the listening audience. Subsequently, the Supreme Court (in a five to four decision) upheld the Commission's *Pacifica* decision. Despite this success, the entire issue of indecent programming lay virtually dormant at the FCC for over a decade. Then, in Mark Fowler's last meeting before leaving the agency after six years as Chairman, the agency took action against three broadcast stations in three different cities for their broadcasts of sexually-related material. In doing so, the Commission resurrected and broadened its enforcement activity against indecent programming. Specifically, the agency ruled that it would not limit regulatory action in this area to the Carlin glossary of "filthy words," nor would the likelihood of children in the audience be limited to a previously adopted pre-10 pm rule of thumb.

Instead, the FCC said that it would consider action against operators who transmit material regarding sexual activity, reproductive organs or excretory functions in a patently offensive manner, measured against contemporary community standards for broadcasters. Moreover, the Commission said that recent data demonstrate children may be listening to radio broadcasts well beyond the so-called 10 pm standard.

The Three Cases

Public complaints about broadcast descriptions of sexual activity triggered the FCC investigations of programs aired by KPFK-FM in Los Angeles, KCSB in Santa Barbara and WYSP-FM in Philadelphia. The Commission indicated that the programs involved went far beyond "the occasional off-color reference or expletive."

Specifically, KPFK-FM, also a Pacifica Foundation-owned station, aired excerpts of a play that focused on a telephone conversation between an AIDS victim and a disabled Vietnam veteran. The passages published in the FCC opinion describe in detail sexual matters. KCSB in Santa Barbara, a station licensed to the Regents of the University of California, also aired repeated, explicit references to sexual acts within the lyrics of a song. The Philadelphia station (WYSP-FM, owned by Infinity Broadcasting Corporation) broadcast comments by so-called "shock-jock" Howard Stern that the Commission found indecent.

The FCC indicated that it was not intending to prohibit the broadcast of sexual innuendo, double entendre or even explicit sexual discussions in a proper context. The Commission noted a long list of sexually-related topics addressed by Stern that the agency said are not necessarily "beyond the realm of acceptable broadcast discussion." However, in the context of Stern's discussions, the Commission found that "there is not merely an occasional off-color reference or expletive but a dwelling on matters sexual and excretory, in a pandering and titillating fashion."

In all three radio cases, the Commission limited its sanctions to warnings, citing the need to "clarify" its stance on what constitutes indecency, and in what context and at what hours such programming might be broadcast. However, because the Commission found that the Los Angeles play excerpts could be obscene, the agency referred that case to the Justice Department for possible criminal prosecution.

FCC Dilemma

The FCC's recent orders seem likely to trigger protests by some broadcasters and civil libertarians concerned with potential chilling effects on public discussion of sensitive issues. However, such protests must be considered within the context of the complex and difficult issues facing the Commission relative to indecency and obscenity.

Indecent programming may be permitted under certain circumstances (for example, late night hours). Broadcasters are prohibited at all times, however, from airing obscene material. A primary difference between obscenity and indecency, as defined by the Supreme Court, is that obscenity appeals to prurient interests while indecencies also are patently offensive but may not be sexually-oriented.

The Communications Act forbids the FCC from "censoring" broadcast programming. However, as the Supreme Court made clear in the Carlin case, the Commission's authority to regulate obscene and in-

decent speech stems from a Federal criminal statute and also from the fact that broadcasting is readily received in the American home by the mere turn of a dial. The Supreme Court cited this "uniquely pervasive presence" and the industry's accessibility to children in upholding the Commission's actions against the Carlin broadcast.

The High Court also cited the relative "scarcity" of broadcast spectrum. However, in its recent orders, the Commission rejected the continuing validity of the scarcity rationale for subjecting broadcasters to content restrictions not applied to print media (citing the development over the last decade of numerous new broadcast outlets and, more importantly, a variety of alternatives to over-the-air broadcasting, especially cable). Instead, the agency emphasized that it was treating the indecent material as a nuisance, channeling it to hours when there is not a reasonable risk that children may be listening.

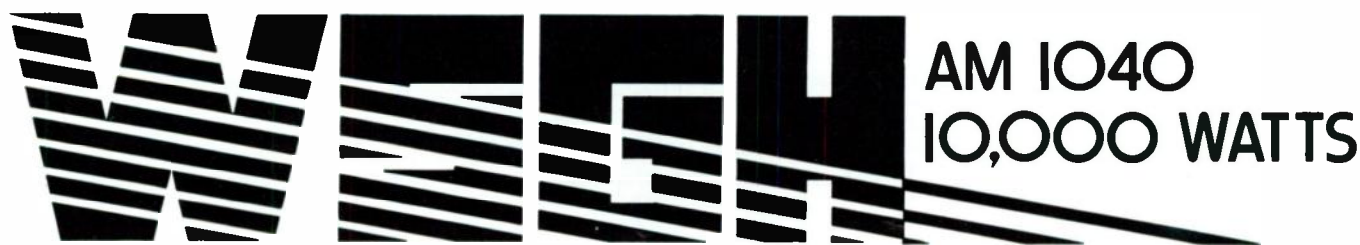
The question of children tuning into programs with explicit discussions of sex was critical in the latest FCC pronouncements on indecent programming. In each of the three cases involved, the Commission pointed to data showing that youths aged 12-17 listened to the radio in those market areas during the hours in question. For example, in the Santa Barbara case, about 1,200 12-to-17 year-olds were said to be in the listening audience, and that number was deemed significant by the FCC. Thus, a 10 pm benchmark was considered inappropriate by the Commission. Moreover, the Stern programs in issue were aired from 6 am to 10 am. At that time period, the agency found, more than 68,000 teens typically listen to the radio in the Philadelphia market.

Conclusion

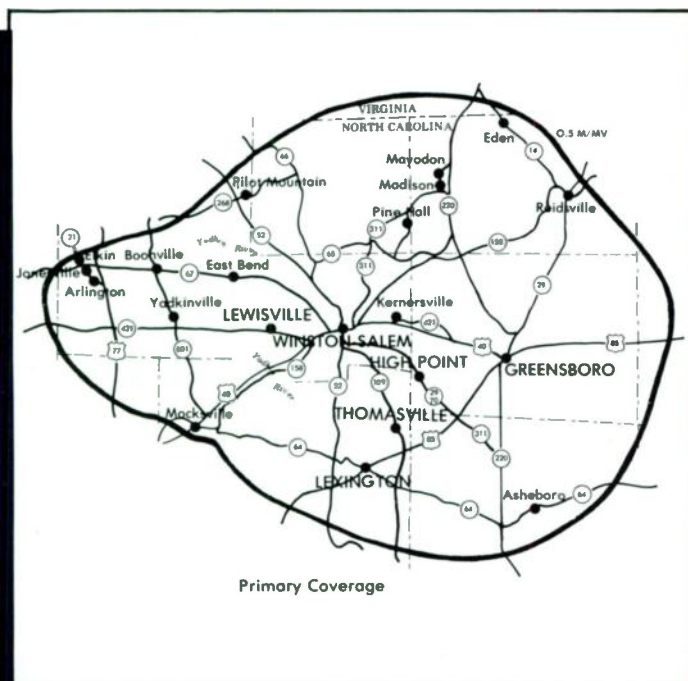
The FCC has signalled its renewed intention to crack down on indecent programming over the airwaves. Without doubt, its orders in the three recent cases and in other future actions will be subjected to judicial appeal. Only time will tell how the law ultimately will be resolved on what obviously is an extremely controversial issue.

Richard E. Wiley, a partner in the Washington, D.C. law firm of Wiley, Rein & Fielding and counsel to the National Religious Broadcasters, was Chairman of the Federal Communications Commission when it issued the Pacifica decision. He was assisted in preparing this article by Willard W. Pardue, Jr., an associate in the firm.

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Carson City facility and development of future projects. In addition to strong commitment, experience with FM translators and on air work a definite plus. Send thorough resume and salary requirements to general manager, KNIS Radio, 6363 Highway 50 East, Carson City, NV 89701. Position opens August 15, 1987.

Position available. Family Life Broadcasting System, WUGN, Midland, Michigan is currently seeking an announcer who has abilities and a strong interest in news. Send resume and tape to Greg Wheatley, manager, WUGN, PO Box 366, Midland, Michigan 48640.

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(continued from page 39)

suggested amounts. Give away books to your donors. Make books available during Sharathons and Faith Promise contribution drives. Work with publishing houses to order a certain number of books at discount and get your own imprint on the

cover. Some publishers will customize the book with your station's call letters, an introduction by the station manager, and personalized copy on the back cover. Offering books to your audience goes a long way in your audience's perception of your professionalism.

In the remaining part of the Year of the Reader let us begin to do all we can to promote the necessity and benefits of literacy.

Jonathan Petersen is director of media relations for Zondervan Publishing House, Grand Rapids, Michigan. He formerly was religion news editor for UPI Radio Network.

The How-To of Broadcast and Books

The first thing you need to do is truly believe in the importance of reading and then reflect that in your programming schedule. Determine to review books and interview authors regularly to help your audience know what is available. This will necessitate establishing a budget to accommodate minimal expenses, such as telephone charges and postage.

What follows are some practical suggestions to help organize a book department at your station.

- Subscribe to *Bookstore Journal*, the Christian bookselling industry's official magazine (P.O. Box 200, Colorado Springs, CO 80901). It will keep you abreast of current happenings and new books.
 - Contact the publicity departments at religious publishing houses to be put on their mailing lists. Tell them you are organizing a book review/author interview program and want to be informed of new releases as they come out. They will send you their current catalog; keep these in an accessible location to help you choose books to review. Some houses will begin sending you books on a regular basis, others will send news releases to which you must respond if you want to review the specific books. Publishing houses are eager to work with you.
 - Organize a rolodex file of publishing house telephone numbers and the contact people at each business.
 - Maintain a file for each publishing house. Include material they send you, as well as the reviews and interviews you produce.
 - Create a reference folder to help in selecting books to review. In a three-ring binder, file alphabetically by subject or publisher all news releases on new books.
 - Develop a promotion campaign to get your audience excited about reading. Create a theme and expand on it, such as "Read to Grow," "Reading Is the Heartbeat of Life," "The Joy of Books," or "Feast Your Life on Books." Air PSAs, give tips on how people can make time to read and how to speed read, interview city and church librarians, etc.
- Now that you have the superstructure in place you can begin programming. The format of review programs can take many shapes:
- Secure permission from *Bookstore Journal* to read on the air its short book reviews printed in each issue (television programmers could place the book on a table as they read the review).

- Read on the air the news releases on new books which are sent to you from individual publishers.
- Read each book and write a review script yourself to read on the air.
- Assign volunteers from your station and community to review the books you choose. Have them write review scripts for you or them to read on the air. The format can be as simple as you want it to be. The review spots can run from sixty seconds to five minutes.
- Along with a review of a book in each spot include a listing of new titles of which you are aware. Just mention the title, author, publishing house and perhaps a short description.
- In addition to reviewing books, interview authors. Radio stations need only use the telephone for this, producing a taped edited interview or a live one. Television programmers need a travel budget to bring the author to the studio, negotiate travel costs with publishers, concentrate on local authors, depend on publishing houses to alert you when an author is in your area, or tape remote interviews at conferences or in your regular travels. Of course, television programmers should not shy away from using the telephone. A two-minute interview could consist of the camera focusing on the host talking with the author, a dissolve onto a picture of the author (secured from the publishing house, another dissolve onto a display of the book with several copies fanned out on a table and one copy standing, and a dissolve back to the host.
- Radio station interview formats can vary. KFLR/Phoenix, and WBCL/Fort Wayne, Indiana, run hour-long programs talking with authors and inviting listener call-in participation. WEZE/Boston has more than one interview program in its daily schedule. KFLQ/Albuquerque (New Mexico) runs two four-minute live interview spots Monday through Friday, one in each of the morning and afternoon drive times. WUGN/Midland, (Michigan) has a weekly taped five-minute production at noon. No matter how you want to shape the interview, all it takes is a little planning, scheduling and record keeping.
- When arranging interviews, send confirmations of the interview to the author and the publishing house. This can be a postcard with the day, date and time the interview is to take place; and, if it is taped instead of live, include the air date of the production.
- Publishing houses need to be kept informed. When you review a book, send a copy of the script to the publisher (this is only fair, since a free copy of the book was sent to you). If you

only list the book as being available or if you give it away on the air and mention the title, notify the publisher. When you schedule an interview with the author be sure to let the publicity department know. In other words, maintain a good working relationship with the publishing house. *Vox Pop*, the national call-in program from Los Angeles, schedules guests a month ahead of time. It then sends a list of the authors to their publishers in enough lead time for publishers to notify their sales forces and bookstores of the upcoming interviews. It all works together. To save yourself time, develop a form letter you can send to the publisher.

- Send scripted reviews to the publisher after you run them on the air. Whether or not the reviews are favorable, the publisher will keep them on file. If you interview authors, make tapes of the interviews available to the publisher.
- Work with local Christian bookstores. Sell a five-minute daily spot for the production of a book feature. Interview store managers. Develop a system of notifying stores ahead of time of the book reviews and author interviews you will be conducting on the air.

Literacy Agencies

- Sing, Spell, Read, Write, CBN University, Virginia Beach, Virginia 23463.
- Christian Literacy Associates, 43 Ann Arbor Ave., Pittsburgh, Pennsylvania 15229, (412) 364-3777.
- Coalition for Literacy, (American Library Association), 50 East Huron St., Chicago, Illinois 60611, (312) 944-6780.
- Laubach Literacy Action, Box 131, 1320 Jamesville Ave., Syracuse, New York 13210, (315) 422-9121.
- Literacy Volunteers of America, 404 Oak St., Syracuse, New York 13203, (315) 474-7039.
- PLUS (Project Literacy U.S.), 4802 Fifth Ave., Pittsburgh, Pennsylvania 15213.

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- How to Teach One and Win One for Christ*, by Frank C. Laubach, Zondervan Publishing House, Grand Rapids, MI, 1964.
- Illiterate America*, by Jonathan Kozol, Doubleday, Garden City, NY, 1985.
- Prisoners of Silence: Breaking the Bonds of Adult Illiteracy in the United States*, by Jonathan Kozol, Continuum Publishing Corp., NY, 1980.
- Teaching the World to Read: A Handbook for Literacy Campaigns*, by Frank C. Laubach, Friendship Press, NY, 1947.

LATE NEWS

VETERAN BROADCASTER DEAD AT 63	Donald Luttrell, founder and president of the Calvary Evangelistic Mission, Inc. and WIVV Radio in Puerto Rico, died in May after surgery to have a leg amputated below the knee. Luttrell suffered complications from diabetes. He is survived by his wife, Ruth, and three children. Luttrell, an NRB Board member, served as a missionary since 1952, when he began work in the West Indies, Puerto Rico and Latin America.
CANADIAN PROGRAM CELEBRATES 25 YEARS	The Canadian television ministry Crossroads Christian Communications, Inc. celebrated 25 years of programming on June 6. Founders David Mainse and Norma Jean Mainse received a silver anniversary plaque from NRB at the ceremony in the Constellation Hotel in Toronto. Ben Kinchlow of The 700 Club addressed the crowd of 1,500. CCC, the largest Christian TV ministry in Canada, features the 60-minute TV program 100 Huntley Street, which is also telecast in Australia and parts of Europe.
ARD HOVEN DEAD AFTER 44-YEAR MINISTRY	Ard Hoven, founder and host of The Christian's Hour, died in April after 44 years and 2,299 broadcasts which he personally prepared and delivered. His last recorded program was heard March 22. He then retired from the weekly broadcast because of failing health. He is survived by his wife Dorothy and two daughters.
CBN REDUCES WORK FORCE; CUTS BUDGET	CBN announced measures designed "to respond to a drop in revenue." They include budget reductions, the elimination of CBN's toll-free 800 number, delayed construction projects, and a layoff of 500 regular, part-time, and on-call ministry personnel. This constitutes a 22.3 percent reduction in work-force. Tim Robertson, president of CBN, said "In spite of this serious cutback, we are striving to continue with the thrust of CBN's ministry to people across our nation and around the world."
BBC WINS PROGRAMMING AWARD	The BBC of London won a gold medal in the category of Religious Programming at the 6th Annual International Radio Festival of New York for its production of "Simon Mayo's Pilgrimage to the Holy Land." The award was presented at a ceremony held on June 11 at the Sheraton Centre in New York City. Michael Glenn, executive assistant at NRB, was a judge for the Festival and attended the awards presentation ceremony.



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