

RELIGIOUS BROADCASTING

The Official Publication of National Religious Broadcasters

October 1987



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DIEGO DOMINGO
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EFICOM Standards Approved

Hispanic Challenge / Talk Radio / Update on Must-Carry

Here's what a sampling of Focus on the Family's 1.2 million listeners told us:

"Our children loved Focus on the Family's recent series of dramatic programs for children." (83%)

"If you continue the series on a weekly basis, our kids would listen every single week." (58%) (92% would tune in at least once a month.)

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Focus on the Family is pleased to present **Odyssey USA**, an all-new weekly series of radio dramas premiering November 7.

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(Circle 101 on the Reader Service Card)

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Each episode of **Odyssey USA** runs 24:55 and contains two cut-aways for commercials or PSAs. Focus on the Family will support your station with a complete assortment of printed and recorded promotional material.



For more information and demo tape, contact Ambassador Advertising at (714) 738-1501.

Survey results are based on a questionnaire mailed in March 1987 to a random sampling of 2,500 listeners.

!Se Habla Español!



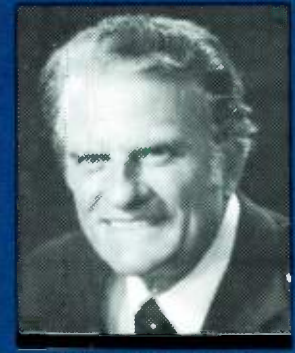
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Rev. Milton Pervini Garcia
"La Voz de la Esperanza"



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"Momentos de Decision"



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Pablo & Elena Groman
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*Of Tijuana's 1.2 million, approximately 40% hold a lifetime 72 hour border crossing card.



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President
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In the Master's service, yours,

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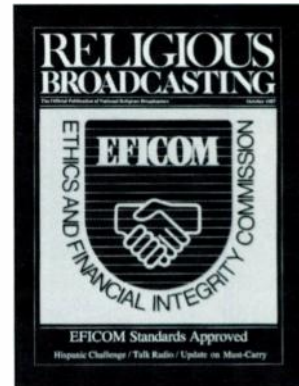
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SIGN ON

The Mountain Peaks of Interest



For over forty years I have held to a concept that I call the philosophy of good programming. Perhaps you may find it interesting.

In any good program--church, radio, TV, secular, business, whatever--there must be three "mountain peaks" of interest. *First*, look for the mountain peak of acceptance. The listener must at some point say to himself, "This is great! Glad I'm here!" Everything you are trying to present or prove will be lost if your audience remains apathetic and cold. So,

early in the program, strive to produce that feeling of "at-home-ness" and acceptance. Small thought here: Stay away from manipulation. People sense immediately that they are "being had." Remember the downfall of the song leader who exhorted, "Let's all sing as though we meant it!"

Second, look for the mountain peak of genuineness and reality. The listener or viewer must, somewhere along the line, say to himself, "These people are the real thing!" All of us have at one time or another been the victims of programs that were so chintzy and contrived that we rejected them, even though what they were saying may have been perfectly true. Strive for reality. There is no substitute for sincerity.

Third, look for the mountain peak of motivation to action. If you are in sales, you plan the entire presentation for the moment when you ask for the order. Christian broadcasting, while not to be crassly compared to selling, does share certain characteristics with the business world. We are pitifully ineffective if our message does not produce action on the part of our audiences. Your Gospel may be pure, your music the finest, your production flawless, but if your audience does not *act* on the message, you can chalk it up to pastime and entertainment--nothing more.

There you are. In any effective program, your audience must react in the following manner:

"This is great! Glad I'm here!"--Acceptance and "at-home-ness."

"These people are the real thing! They really have something!"--Genuineness and sincerity.

"If these people are right, I have to do something about it, right now!"--Action.

Robert A. Cook
President
National Religious Broadcasters

RELIGIOUS BROADCASTING

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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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NRB FORUM

Accountability

Dear Editor:

I read the article entitled *Accountability: The Key to Renewed Credibility* in the July/August issue of *Religious Broadcasting*. I certainly hope that the NRB is taking this to heart.

Billy Graham's representative wrote to me and said, "How I wish you could have spoken to the entire convention. You would have had a message from our Lord, which they sorely needed. If Jesus had been there, I'm sure He would have turned over the tables of the money changers again." I think it is time for a housecleaning.

Jack Wyrzten
Word of Life Fellowship, Inc.
Schroon Lake, NY

Noxell Responds

Dear Editor:

From a simple beginning in 1985, CLear-TV has become an effective voice in the battle for decency in prime-time television programming. After some months of work to gather information and establish appropriate contacts, we are now beginning to see some response to our concerns. I wish to acknowledge the excellent counsel of our executive committee, as well as the hard work of our executive director, Don Wildmon.

Noxell Corporation has responded to our boycott of their products. We deeply appreciate their response and commitment to join with us in our efforts to preserve the quality of life we enjoy in this nation. We will continue to monitor the advertising practices of Noxell to be sure that they follow up as promised. Please notify your constituency that the boycott of Noxell products has been lifted.

To date we have received no response from Mazda Motors of America. Some of the local dealers have expressed concern and notified the corporate headquarters. I ask your cooperation in promoting the boycott of Mazda products to your own constituency. Mail in support of the boycott should be directed to: Mr. T. Ogawa, Chairman, Mazda Motors of America, 7755 Irvine Center Drive, Irvine, CA 92718.

Thank you again for your identification and participation with us in CLear-TV. Together we are making a difference.

Billy G. Melvin
CLear-TV
Tupolo, MS

On the Air

Dear Editor:

I enjoyed the article in your August issue on *Instrumentals on Christian Radio*.

I have been programming at least one cut per hour off of the Sha-La-Vah, Colours, or Meadowlark series since June of 1986. I am impressed with most of the releases, and find that most are well accepted by our listeners. Our inspirational format does limit us from some of the cuts but most work quite nicely.

We also have a Friday evening program that plays a cut from one of these series every twenty minutes. It works well on an evening format.

Keep the good information on programming coming!

Kevin Krueger
KGTS-FM
Wala Wala College, WA

More On The Air

Dear Editor:

Thank you for [the] article in *Religious Broadcasting* concerning sharathons. This feature, by the way, is the best thing that has ever happened to the magazine, content-wise. [Bob Augsburg's] record reviews are much appreciated along with your articles.

Sharathon...just the sound of the word gets my adrenalin flowing. We are exactly six months away from our next one, and I am going nuts waiting for it. I got involved in them going back to the Mel Johnson era and have done them ever since. I learned several good things from your article. One in particular I will use is the business of listener comments. I think I will send a special form out with a prayer pledge portion and a blank portion for a letter they can write, specifically intended to be read during the sharathon (no names of course).

May I differ with you on two points? Pre-sharathon pledges: I have done it both ways. I choose not to go that route any more because it cuts down on the number of phone calls. If you start out with \$100,000 already pledged and have to spread the other \$100,000 over three days, then it makes for a rather "slow" sharathon. I know there are people who would sign a card but not call, yet it is still more fun than the other way. Besides it is more expensive with the pre-sharathon printed materials, postage, etc.

Time of year: I like early December. In all my years of doing them at that time I have never heard of one comment as to people being financially stretched then. The opposite holds true-- namely, that people are in a giving mood. The best reason of all, is so that we can give away the only giveaway I believe in, and that is a beautiful Scripture wall calendar.

We make heavy use of broadcasters' blurbs. Be sure to tell your people to have the speakers omit references to time or date of fund drive, so that they can be used year after year. If they are heard only once a year, listeners will probably not remember them. I suppose you know that many of the big-name speakers are not doing custom blurbs any more, just ones that mention the fact that it is a listener-supported ministry.

Listener-supported Christian radio is just about the most rewarding ministry imaginable. I have been in it for years (I am 43) and it simply keeps getting better, in terms of programming music available (we are Insp./MOR) and in terms of listeners needing Christian radio.

One other observation: in light of PTL scandals, etc., the local listener-supported radio ministry needs to strengthen its ties to the churches in order to be insured of its future success. You'd better believe we have renewed our commitment since the scandal broke.

Keep the good articles coming each month!

Warren Wilson
WJTY Radio
Topeka, KS

Care to write? Address all comments to: NRB Forum, Religious Broadcasting, CN 1926, Morristown, NJ 07960.

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Financial accountability is now a formal reality for religious broadcasters. In August 1987 the Board of Directors of NRB approved the bylaws of the Ethics and Financial Integrity Commission (EFICOM). This self-regulatory commission is designed to promote ethical and financial integrity among religious broadcasters.

Even before the current crisis in religious broadcasting, the NRB had recommended the establishment of such a commission. The purpose of EFICOM is to establish appropriate broadcast fund-raising standards for nonprofit religious organizations. Self-regulation allows those in the field of religious broadcasting to evaluate and approve fellow broadcasters in the areas of fund-raising and financial accountability.

Purpose of EFICOM

The purpose of EFICOM will be to evaluate religious broadcasters for accreditation and certification by the NRB. A listing of NRB accredited organizations will be published annually upon an annual review of each organization so commended. Those organizations failing to comply with the standards of the commission will not be approved. Also, approval may be withdrawn from previously accredited broadcasters who fail to maintain those standards.

Standards of Accreditation

The standards of accreditation by EFICOM include specific regulation of fund-raising and financial accounting principles. Members shall annually submit an audit prepared by an independent public accounting firm in accordance with generally accepted auditing standards (GAAS) with financial statements prepared in accordance with generally accepted accounting principles (GAAP) consistently applied.

Member organizations will be required to certify in writing that their boards meet annually and are composed

of at least five persons, a majority of whom shall be other than relatives, staff or employees of the organizations. It will be further required that no board member shall participate in compensation decisions affecting that member and that the board avoid business transactions in which board members, staff or their families have a financial interest.

Other criteria for approval include the member organization being in compliance with all applicable governmental regulations, soliciting funds for stated purposes, disclosure of the use of funds to donors and that all requests for funds

administrative costs. This would require that a) fund-raising costs not exceed 35 percent of related contributions; and b) total fund-raising and administrative costs not exceed 50 percent of total income.

Financial Criteria

Financial criteria shall include the submission of an annual GAAP audit for those organizations whose annual donation income is in excess of \$500,000. Annual financial reports should be prepared in accord with the executive management of the particular organization and for the purpose of disclosure to donors who are interested in how the donated funds were used by the organization. Disclosure should also be made to the beneficiaries of the funds given, including those who have planned giving agreements with the organization.

Supervision and Commendation

The intent of these criteria is to foster high standards of ethics and integrity in raising and disbursing funds for religious broadcast ministries. The Ethics and Financial Integrity Commission (EFICOM) of the National Religious Broadcasters (NRB) is now authorized

to accept requests from member organizations to review their fund-raising materials and methods, as well as their annual reports and independently audited financial reports, in order to certify that such organizations do meet the standards of accountability set forth by NRB.

Some may feel that these are strict demands for accreditation. But the time has come for self-regulation by religious broadcasters. If we do not establish such procedures ourselves, we are only inviting governmental intervention into religious broadcasting. The general public is now demanding greater accountability for its donations to broadcast ministries and EFICOM will provide the means of that accountability for all religious broadcasters who are serious about the integrity of their ministries.

EFICOM Standards Approved

by Ben Armstrong

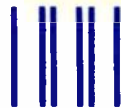
be made in an ethical and dignified manner.

Stewardship Criteria

In regard to stewardship criteria EFICOM shall insist that direct fund-raising appeals be consistent with the

"If we do not establish such procedures ourselves, we are only inviting government intervention into religious broadcasting."

nature of the ministry of the organization and that funds collected be used for their intended purpose and not be absorbed by excessive fund-raising and



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KCA-60XBR	16.64	MBR-5S	10.32
		MBR-20S	11.36
		KCS-20XBR	10.82
		MBR-30	13.27
		KCA-30XBR	12.68
		MBR-60	17.30
		KCA-60XBR	16.64
		VHS Color Plus	
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BCT-20K	8.99	T-30	4.37
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TS-30	2.24	VT-10	2.70
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TS-90	3.25	VT-20	2.88
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MEDIA INTERNATIONAL WORLD

Film Translators Murdered in Uganda

ARROWHEAD SPRINGS, Calif. (NRB)--Two men were killed when anti-government guerrillas in Uganda opened fire July 30 on a truck load of Christian workers.

The group was returning to a film studio in Mabale where they were helping in the Ateso language translation of the evangelistic film *Jesus*.

One man, Moses Ogiel, was killed instantly. Another, John Aluru, who was the voice of Jesus in the film, died from gunshot wounds the following day. Two others were injured in the attack.

The two-hour docu-drama based on the Gospel of Luke was produced in the late 1970s by the Genesis Project and Campus Crusade for Christ International. The Ateso language dubbing is being financed by the Ateso Displaced Peoples Project.

More than 315 million people in 110 countries have viewed the film since the first translation was released in 1980. Since that time, the film has been translated into 107 languages.

FEBC and TWR Cite Chinese Interest

LA MIRADA, Calif. (NRB)--The Hong Kong office of the Far East Broadcasting Company has received more than 9,000 letters in response to its Gospel programming in China.

As of mid-June, FEBC officials

say they have received 90 percent of last year's total. Many writers explain how they became Christians by listening to programming beamed to China.

FEBC president Dr. Robert H. Bowman said, "We are thrilled about the increased mail response. Praise the Lord!"

FEBC has broadcast to China since the Communist takeover in 1949. The amount of mail, now averaging 1,000 pieces monthly, increased greatly after the Chinese government eased postal restrictions.

China also receives the program *Thru the Bible* from Trans World Radio's transmitting location on the island of Guam. The program, based on the five-year series produced by Dr. J. Vernon McGee, is celebrating its tenth year in China.

According to the Chinese Church Research Center in Hong Kong, more than 6,000 Protestant missionaries, assisted by nearly 14,000 Chinese workers, worked in China each year between 1912 and 1949. In 1949, China boasted one million Christians and 20,000 churches and mission stations. Today it is illegal to evangelize, but TWR officials estimate that there are now 50 million believers in China, 95 percent of whom belong to house churches.

Ten Boom's "Hiding Place" A Museum

DALLAS, Tex. (NRB)--Corrie ten Boom's "Hiding Place," made famous by the book and film that told of her Christian family's efforts to hide Jews from Nazi persecution, has been dedicated as a museum. The original ten

Boom clock shop in Haarlem, Holland, was purchased by Texas evangelist Mike Evans and had its grand opening in September, marking the 150th anniversary of the clock shop's original opening.

Evans said he purchased the shop "to finish what God always wanted."

In Dallas, Evans has opened an exhibit which features a multi-media program including special effects technology and a walk-through replica of Corrie ten Boom's secret room. The exhibit also contains replicas of a Nazi identification room, the cattle car platforms and a replica of the Ravensbruck death camp.

Evans, a Jewish Christian, is founder and president of Mike Evans Ministries. He has produced and hosted four major prime time specials, and is the recipient of four Angel Awards from Religion in Media.

Plans Initiated For Leadership '88 Conference

CHARLOTTE, N.C. (NRB)--The Lausanne Committee for World Evangelization has initiated plans for Leadership '88, a congress on world evangelization targeting the next generation of Christian leaders.

Leadership '88 is expected to gather 2,000 25-45-year-old lay and professional Christian leaders who will begin relationships for a cooperative effort of effective global evangelization for the 21st century.

The conference is to be held in Washington, D.C., June 27-July 1, 1988. It follows Singapore '87, a world evangelization strategy gathering of 350 specially invited church leaders, all under the age of 40.

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We would like to thank Kenneth Copeland Ministries, Dwight Thompson Ministries and the Don Stewart Association for selecting Compact Video for all of their videotape and duplication needs.

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1988's

Twenty Top Prospects for Christian Radio

by Gary Crossland

Over the years, we at Tri-S have discovered that there are several types of businesses which are able, through some intrinsic quality, to draw unusually good results from advertising on Christian radio. As we survey stations across America, we find that a number of retail types keep reappearing on Christian stations with remarkable frequency. This, to us, indicates a proper marriage between that advertiser and the Christian format. Secondly, America's largest publisher of qualitative data, Simmons Market Research Bureau, consistently reveals that Christian radio listeners are more disposed to support certain types of businesses over others. In this article we have listed, in alphabetical order, the top 20 industries that have frequently performed well by advertising on Christian radio in the last 12 months.

Apparel According to Simmons, Christian radio women buy more children's clothing than those who listen to any other radio format. They also purchase more business suits and slacks for men than the women of any other format, as well as ranking well above the national average for purchasing almost every article of women's clothing. Christian radio men can hold their own as well, consistently putting Christian radio among the top five formats for purchases of men's apparel.

Appliances Christian radio listeners bought more refrigerators, electric ranges, clothes dryers, vacuum cleaners and Amana microwave ovens over the last 12 months than listeners to any other radio format. Furthermore, they are well above the average for purchases of almost every other type of appliance. This trend does not appear to be reversing.

Audio/Video Overall, the Christian radio audience is 17 percent more likely than most people to purchase audio/video products. Incidentally, Christian radio listeners lead the pack in purchasing GE, Wards and Zenith televisions. (They rank number two for buying

Sylvania.)

Automotive Auto dealers are spending

138 percent more on radio advertising than they did six years ago. General Motors is the second largest spot advertiser in the nation. Chrysler is seventh (Christian radio listeners are number one for buying Chryslers). Fortunately for Christian radio, its listeners are 11 percent above the norm for purchasing domestic cars and eight percent more likely to purchase foreign cars. What's more, Christian radio is the number two format for playing to lease car drivers. The most astounding discovery that we made at Tri-S was that Christian radio listeners are 67 percent more likely than average Americans to purchase luxury cars. In fact, they rank number one for purchasing both luxury and standard-sized cars. Automotive aftermarket sales are equally strong. Incidentally, parts stores have increased their radio budgets by 359 percent since 1980.

Baby Products and Toys Because their families are 7 percent larger than the national average, it is understandable why Christian radio listeners consistently buy more of these products than most other groups. For example, they are seldom beat for their voluminous purchases of children's clothing, baby food and lotions. They rank first for purchasing fashion dolls, action figures, toy cars and other playthings.

Banking Over the past six years, bankers have increased their radio advertising expenditures 252 percent. Fortunately Christian radio listeners rank well ahead of other radio media groups for most basic services. For instance, they rank first for acquiring personal loans, for holding NOW interest bearing checking accounts at full-service banks, and they rank second for having savings accounts at these institutions. All other banking services rated basically followed suit.

Chiropractors According to 1987 Tri-S research, Christian radio listeners are more likely to develop physical conditions requiring chiropractic care than any other radio group. Perhaps this is why chiropractors have done so well

with Christian radio. For example, this audience ranks number one for purchasing backache pain remedies. This is a trend that has also remained constant throughout the years.

Computers The only two radio format audiences that own more computers per capita are Soft Rock and Classical enthusiasts. In fact, a Christian radio listener is 28 percent more likely than the average American to own a computer. They also rank number one in the nation for purchasing desktop computers and business software for

"The fourth-quarter Tri-S results are in, and it spells large profits for advertisers on Christian radio."

their employer companies. Computer retailers have increased their radio advertising budgets by 581 percent since 1980. A good portion of the credit should go to Christian radio.

Florists According to Simmons, Christian radio listeners tend to spend more money in floral shops, and in larger quantities, than listeners to any other type of radio format (even though they ranked number two overall in numbers of purchases). Sixty-four percent of these listeners bought flowers last year. This too appears to be a consistent trend with this group.

Groceries Supermarket radio advertising has grown 156 percent over the last six years. As reported in the August Tri-S Spot/Light there are so many products for which Christian radio listeners rank number one, they would be impossible to enumerate here. However, the list does include milk, orange juice, margarine, potato chips, graham crackers, wieners and soup, to name a few. Furthermore, according to Simmons, Christian radio women are the champion grocery coupon clippers

(continued on page 27)

Increase Your Billing!

- The average commercial Christian radio station pays \$80.59 per month for Tri-S services.
- The average commercial Christian radio station makes \$2098.21 each month as a result of Tri-S.*

*Based on a 1987 Tri-S member survey.

- Tri-S offers a special money back guarantee.

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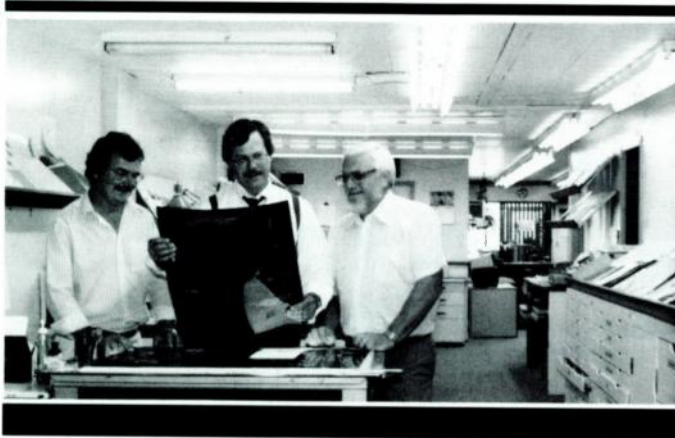
CHRISTIAN

 RADIO
 & T.V.
 GUIDE

Increasing Program Awareness

by Jackie Graziano

Broadcasters, advertisers and listeners are looking for a new monthly publication due to make an appearance at Christian bookstores around the country this winter. It's the *Christian Radio & TV Guide*, a comprehensive listing of programs for Christian radio and television stations.



Left to Right: Kurt Brundin, Production, Larry Allen, Publisher, Barry Green, Production

Christian Radio & TV Guide is the brainchild of Larry Allen, editor of the *Christian Business and Professional Guide*, a directory of Christian businesses. It will be similar in format to the popular *TV Guide* with programs listed by date and time. Listings will include both television and radio programming for the given area and be distributed free to the community from Christian bookstores throughout the country. The Guide will be digest-sized and will be printed on coated stock, with four-color capability for advertisers.

According to Allen, major factors define the need for this publication. First, there is no reference available to the Christian community which lists all Christian programming. Some program producers and stations print guides for their local community, but there is no comprehensive guide covering all stations within a certain advertising market (usually a major city and surrounding area). Second, there is a need for an advertising vehicle through which radio and television ministries are able to reach only their potential audience (and prospective donors). Third, outside of their mailing lists, radio and television stations may not have a standard, cost-effective way of

gaining new listeners or reaching unbelievers. Fourth, commercial advertisers will also have a means of reaching this particular audience.

The Guide will have pages reserved for advertising space and editorials common to all markets. The rest of the booklet will be devoted to program listings and advertisers unique to each market of distribution. Christian stations will be asked to purchase one page of advertising space per issue in the local section of the Guide. This space may be used in any way the station desires to use it -- promotion for the station, promotion for specific programs, offering as part of a package to advertisers or to be sold directly to one local advertiser. Allen feels that the advertising space can be a creative means of promotion or income to any station. The advertising industry is beginning to recognize the Christian audience as an important segment of the market, and through ads in the *Christian Guide* they can target this audience in a way they could not before.

Allen anticipates distribution of 500,000 in 25 markets nationwide. Markets will be chosen on the basis of three factors. They must have a population of at least one million, have a minimum of seven radio and television sta-

tions and be listed as one of the top 50 ADI markets.

The first 25 markets will include:

New York
Phoenix
Minneapolis/St. Paul
Los Angeles
Seattle/Tacoma
Baltimore
Chicago
Dallas/Ft. Worth
Indianapolis
Cleveland
Atlanta
Washington, D.C.
Philadelphia
San Francisco
St. Louis
Houston
Sacramento/Stockton
Cincinnati
Detroit
Denver
Tampa/St. Petersburg
Pittsburgh

Sample issues of the Guide were distributed throughout Allen's home market of Seattle twice, in December 1985 and January 1986, to test community interest in the publication. Allen reports substantial positive feedback. Allen says he will ask radio stations to do spot promotions in the form of public service announcements just before the Guide is published. For more information about the Guide, contact Allen: Christian Guide, P.O. Box 40509, Bellevue, WA, 98004.

Besides serving Christian broadcasters and listeners, the Guide will help place Christian radio and television stations in a more competitive position through increased exposure and additional advertising targeted directly at the Christian audience.

Jackie Graziano is a staff writer at NRB.

At last, a bold strategy to reverse the Supreme Court's abortion decision

Abortion and the Constitution: Reversing *Roe v. Wade* Through the Courts

A new book from Americans United for Life,
the legal arm of the pro-life movement

January 22, 1973 was a day of infamy for America. It was on that day, nearly 15 years ago, that the Supreme Court legalized what had previously been almost universally condemned—the practice of abortion on demand throughout the entire nine months of pregnancy.

Since then, nearly twenty million unborn lives have been taken as a result of *Roe v. Wade*, one of the most error-ridden and tragic decisions in Supreme Court history. But now there is an aggressive plan to overturn it . . .

The publication of *Abortion and the Constitution* is a propitious event. Those whose works appear in this volume have set out not only to criticize the historical and jurisprudential flaws of *Roe*, but to suggest a course of responsible and effective litigation to bring about the reversal of *Roe*. They accomplish their purpose with great scholarly precision, and with utmost respect for the constitutional values that has sustained this nation for over two centuries.

From the foreword

Hon. Rex E. Lee

Former U.S. Solicitor General

This book offers significant strategies to restore the traditional anti-abortion statutes that were in effect in every state prior to *Roe v. Wade*. These strategies should succeed because *Roe v. Wade* is a house built upon sand that cannot survive the "storm" of scholarship contained in this book.

Herbert W. Titus

Dean, Schools of Law/Public Policy
CBN University

Far from settling the abortion debate, *Roe v. Wade* launched what is possibly the most divisive battle in American history since slavery . . . we must begin anew the conversation about who belongs to the community for which we accept shared responsibility. *Abortion and the Constitution* is a compelling invitation to that beginning anew.

Richard John Neuhaus

Director, The Center on
Religion and Society

A masterful work . . . this belongs on the shelves of every serious student of the abortion cataclysm.

Bernard N. Nathanson, M.D.

Creator/Narrator, "The Silent
Scream" and "Eclipse of Reason"

Outstanding . . . should be carefully studied by all those interested in influencing public policy.

Rep. Chris Smith (R-NJ)

Chairman, House of Representatives
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or to arrange for interviews contact:
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The Hispanic Challenge

by Dr. Jose A. Reyes

It has been said that Hispanics are a sleeping giant with great potential to influence American society. Consider the following facts:

* There are 23 million Hispanics presently living in the United States.

* This country has the fifth largest Spanish-speaking population in the world. (Only Mexico, Spain, Argentina and Colombia have more Hispanics.)

* It is estimated that by the year 2000, the United States will be the second largest Spanish-speaking country in the world. Some predict there will be over 40 million.

* The Hispanic population in this nation grew by 65 percent between

that it was never so. Real America is like a "stew pot."

The "melting pot" concept expresses what happens in the melting of metals, which upon being mixed lose their particular characteristics and form new metals. In the "stew pot" concept, each one of the vegetables retains its individual characteristics but at the same time enriches the flavor of the other vegetables. This is the reality of America today. Each ethnic group has the potential of being enriched through intercultural contacts.

Our society is comprised of a complex mixture of subcultures that are increasing every day. Each has its own

refugees in the last 60 years. At the present time, the United States is the nation with the largest Jewish population in the world. It is also the nation with the greatest Samoan population in the world. The United States is second in Polish population and the second in black population.

It is astonishing that of the 53 African nations only Nigeria has more black people than the United States.

Hispanic Growth

Perhaps few of us know that the Hispanic population in Los Angeles (which surpasses four and one-half million people at the present time) is greater numerically than the total inhabitants of seven Latin American nations. Yet, Los Angeles has a percentage of professing evangelicals smaller than any Latin American capital--less than one percent. Even more tragic is the fact that more than 90 percent of the 23 million Hispanics living in the United States have not been evangelized.

It is significant for the Hispanics that the news media and the general public have recognized them as the minority that soon will be the largest in the nation. *Christianity Today*, in January 1986, said: "With a Hispanic population estimated at 23 million, the United States is the fifth largest Spanish-speaking nation in the world. Many researchers expect that number to swell to 40 million in less than 20 years. If that happens, the United States would be the second largest Spanish-speaking nation (after Mexico with a current population exceeding 72 million). The number of Hispanic evangelicals is not growing as quickly as the population--in sharp contrast with what is happening in much of Latin America. Evangelicals comprise only about two percent of America's Hispanic population ..."

TIME Magazine of May 18, 1981 stated: "Invited and uninvited, rich and poor--but mostly poor--foreigners are pouring into the United States in



The third Anniversary of Radio Vision at the Felt Forum in Madison Square Garden, April, 1987.

1970 and 1980.

* Hispanics will surpass blacks as the largest minority living in the United States by 1990. (Blacks are now the largest minority with over 26 million.)

The multi-ethnic composition of the United States has reached such magnitude that it startles the imagination. The enormous multitude of different colors, languages and cultures is no longer found in a few isolated areas. These multitudes *are* America.

The Stew Pot

This nation has been called a "melting pot;" however, the truth is

needs and cultural values. Each is fighting to acquire its own identity and each has a distinct way of listening to and accepting the Gospel.

In the 1980 census, 100 million citizens of the United States identified themselves with different cultural groups that speak about 200 different languages. Without doubt, we live in the midst of an ethnic diversity without parallel in any other nation. All of our ancestors came from other countries with the exception of the American Indian who was already living on this continent.

In 1985, this nation experienced the greatest wave of immigrants and

greater numbers than at any time since the last great surge of European immigrants in the early 1900s. Indeed, the United States today accepts twice as many foreigners as the rest of the world's nations combined ... Although their turn of the century predecessors were mainly Europeans, today's new arrivals are mostly from Latin America and, to a lesser extent, Asia and the Caribbean. They are transforming the United States' urban landscape into something that it has not been for decades: a mosaic of exotic languages, faces, costumes, restaurants and religions.

It is a fact that Hispanics are concentrated in the big metropolitan areas. That is why it is so important to use the mass communication media to reach them. In the last decade Hispanic evangelical churches have acknowledged the importance of using these means to evangelize Hispanics, because the Hispanic population in general responds to the Gospel preached on radio and television. Hispanic broadcasters have also responded enthusiastically to this great challenge.

HNRB Formed

In recent years key Hispanic broadcasters saw the need of coming together to organize their efforts to reach this common goal. They presented to the NRB executive committee their desire to organize the Hispanic Committee of NRB. Their request was granted at the Executive Committee meeting of September 28 and 29, 1981, and they became known as the Hispanic NRB. From then on Hispanic efforts in the field of communications have gained strength, both in quantity and in quality. The enthusiasm is evident when we see that last year, of the 106 members accepted for NRB membership, 48 were Hispanics. This number represents 44 percent of the total membership gained for last year.

In the past few years Puerto Rico has had an increase of 13 new Christian radio stations and two television channels, which are constantly broadcasting the glorious Gospel. This has brought an increase in new converts, and church growth is evident. More than 25 percent of the population of the island profess to be evangelical, which

A Miracle in New York... Radio Vision Cristiana

by David Greco

There is a great challenge in our midst...it is the Hispanic community. Recent statistics indicate that they are the fastest growing minority in the U.S.A. By the end of the 1980s, Hispanics will overtake Blacks as the largest minority in America. There are approximately 24 million Hispanics residing in America today, most of them living in the metropolitan centers. The number is continually bulging as new waves of undocumented Hispanics filter through our porous southern borders.

To some, the challenge is a burden because the strain such growth puts on the socio-economic fabric of municipalities is dramatic. To others with exploitative ideas of marketing notions, these Hispanics (whose median age is now 23.2 years), represent golden opportunities. Marketers of alcohol, beer, cigarettes, technical schools and cosmetics actively target Hispanics with a telling effect. Notorious marketers of death also stalk young Hispanic recruits to consume and dispense the smuggled poisons--cocaine and crack!

It is also a golden opportunity for responsible programming with alternative values that emphasize the positive contribution Hispanics can make. This type of message needs to be projected and reinforced in the lives and families of this increasing segment of America's populace.

Radio Vision Cristiana, the first daily Spanish-language Christian radio programming entity in the New York metropolitan area, is meeting the challenge and taking hold of the opportunity. Serving a potential audience of 3,500,000 Hispanics, Radio Vision Cristiana is based in Staten Island

is the highest percentage in any Latin American country.

Ben Armstrong, at the inauguration ceremonies of the Caribbean Chapter, stated the fact that Christian broadcasting in Puerto Rico has increased more than in any state of the U.S.

In the continental United States the Hispanic broadcasters, in their interest to reach this growing population, have moved to accept the challenge. In the process of reaching them, they

and purchases 117 hours per week from WNYM, a 5,000-watt station owned by Salem Broadcasting.

The miracle that is Radio Vision Cristiana can be observed by its dynamic growth and effect in an expensive radio market that depends solely on free-will offerings. Hispanics, due to their generally depressed economic condition, were not expected to have the financial wherewithal to support such an endeavor. The move of God in the lives of many Hispanics has wrought this miracle.

Formed in 1984 with five officers and a purchase of 12 hours weekly over WNYM, Radio Vision's ministry now entails: a) Eleven full time and five part time staff members; b) Seven board members; c) Newly refurbished 24-room ministry headquarters; d) Computerized accounting and billing; e) An annual income of \$1,575,000 with a donor list of 25,000 names; and f) Nine telephone counseling lines.

The numbers mentioned above, however, cannot quantify the magnitude of the positive impact that Radio Vision Cristiana's family-oriented programming has on Hispanics in the New York metropolitan area. The ministry receives 12,000 letters a month and 1,000 calls per day.

In the area of community involvement, Radio Vision Cristiana has spearheaded various marches and protests highlighting moral issues important to the Hispanic consciousness. These activities were deemed necessary in order to fulfill the goal of offering a moral alternative lifestyle to the listening public. *(continued on page 26)*

have bought blocks of programs on commercial stations, Christian English-speaking stations, and on television stations. In fact, in the last five years several radio and television stations have been bought and are managed by Hispanics. At the NRB conventions they have received good training as well as advice on how to use the media more effectively to broadcast the Gospel. The increase in attendance every year shows their interest in learn-

(continued on page 26)

Talk Radio--

The Neighborhood Fence

by Bob Larson

Was she pregnant? Had she contracted a social disease? Robin didn't know.

A few months earlier, she had been "date raped." Unlike the more criminally-oriented act of stranger rape, date rape doesn't occur in parking lots or dark alleys. Robin's assailant was an upstanding young man, who assaulted her after what she expected would be a pleasant evening with dinner and a movie.

The most poignant postscript to this episode was Robin's heart-wrenching words: "No one knows. This isn't the sort of thing you talk about. I haven't told anyone."

Fortunately for Robin, there was a forum available to express anonymously her overwhelming fears and emotional pain--Christian talk radio. She called *TALK-BACK with Bob Larson* the day we discussed date rape. With the assistance of our follow-up counseling department and the help of a Christian radio station manager, Robin had seen a doctor within days and had confided in her parents. This true story of God's healing grace at work was made possible because our broadcast dealt with a tough topic and because Christian talk radio provides a missing element in American society: the neighborhood back fence.

People Want to Talk

In an earlier America, friends leaned over picket railings in communal discussion of their aspirations and inspirations. That day vanished in the wake of commuter traffic grid-lock and prime time television. Today, radio ratings in most major cities indicate talk radio is at the top of the Arbitrons, an indication that people still want to talk frankly, and anonymously. Since *TALK-BACK with Bob Larson* was launched on January 3, 1983, nearly 2,000 broadcasts have revealed that in time of need many people will not consult a therapist, counselor, or pastor.

But they will pick up the phone and pour out their most intimate feelings to someone they hear on the air every day. They say things to me like: "Of course I can tell you. You're my friend." "I knew you'd care and other Christians would pray." "If I told my

pastor, I wouldn't want to look him in the face next Sunday." "I've heard other people talk about my problem, and at last, I know I'm not alone."

Christian talk radio is important for more than its cathartic effect. It also provides a sense of community, a gathering of believers with more intimacy than some Sunday church services. Too many evangelical gatherings are pep rallies for the faithful or organized extravaganzas in which the person in the pew is a mere spectator. Christian talk radio is authentic. Believers hear one another share deep frustrations and pain. They also hear stories of victory and triumph over adversity with the Lord's help. The audience learns how real Christians deal with real problems by trusting God. Programs like *TALK-BACK with*



Unidentified infant; Harlem Hospitals infant AIDS award

Bob Larson provide a camaraderie that showcases life's daily struggles with practical application of God's Word.

Talk radio also creates an opportunity to galvanize public opinion about issues of political and moral significance. Abortion, AIDS, education, teenage illegitimacy, and the entertainment media are just a few of the subjects on which Christians can speak their mind. Christian talk radio forces the country to hear the true heartbeat of America.

There are several crucial elements necessary for successful talk radio. Confrontation is vital. Ironically, the thing about which some religious broadcasters criticize me the most--my controversial stance--is the main reason our program attracts a large non-Christian following. Secular talk radio does well because it understands listener interest in conflict and controversy. Program directors who fear offending a conservative Christian constituency should reconsider the value of Christian talk radio. It thrives in an atmosphere of diverse opinions, strongly expressed viewpoints and provocative subject matter.

Important Factors

Research, research, research. There's no substitute for an informed perspective. I spend five to six hours daily preparing background information for each two-hour broadcast. Unlike secular talk radio, its Christian counterpart deals with more than a potpourri of opinions. We have a message to deliver, and, in the midst of divergent voices, the program's host should be prepared to articulately present the biblical world view on any issue. This requires no less attention to each daily program than a conscientious pastor gives his weekly sermon.

When the space shuttle Challenger exploded, that was our topic of the day. When Granada was invaded, hours later I was on the air talking live with missionaries in the Caribbean. Iranscam, the bombing of Libya, and other issues of immediate political significance have been addressed within hours of occurrence. Because talk radio is live, it must also be contemporaneous. Talk radio on tape is like reading yesterday's newspaper. No other form of Christian journalism can so quickly interpret America's biblical response to world events.

Frequently, people accept Christ live on the air during my show, an incident of human drama more compelling than any plot line concocted by Hollywood soap opera script-writers. Atheists and cynics are permitted to say what they think about the Christian faith, unfiltered by erroneous Christian assumptions concerning the secular mind.

Some notes of caution should be considered. When a particular group or ideology is criticized, a representative of the offended group should be allowed to speak. This should be considered an opportunity for biblical apologetics, not a reason to avoid controversy.

A professional production crew should be assembled. You can't roll the tape back and edit it for a later airing. Each program must be carefully planned and thoroughly discussed to avoid saying something requiring later retraction. The profanity button must always be just a fingertip away. The host must carefully guide the dialogue to a satisfactory Christian summary for the listener.

Let the Listener Lead

The message of Christ mandates that as religious broadcasters we authoritatively "reprove, rebuke and exhort with all longsuffering and doctrine." Too many people see the church as a harsh arbiter of morals, sitting in judgment over people's lives. They perceive talk radio as a more sensitive medium allowing two-way communication not permitted in the Sunday sermon. Christian talk radio also provides a safety valve for doubt, frustration and inquiry. It is a sounding board, not a preaching pulpit. It works best when the listener leads the way.

Christian talk radio's approach can solve an age-old problem of the church--answering questions that no one asks. With satellite technology, the real hopes and fears of our world can be addressed. It can be accomplished electronically, over the neighborhood back fence of Christian talk radio.

Bob Larson is president of Bob Larson Ministries and the International Broadcasting Network.

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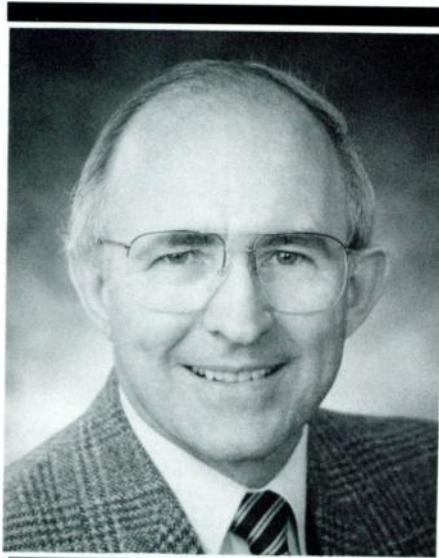
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So You Are Thinking About Translating Your Program

by Harold Sala

On July 7, 1986, the world's population crossed the five billion mark in its meteoric rise. Every minute the world's population increases by 152 persons. Every hour 9,450 individuals are added to the population. Every year 87 million people are added to the population of this global village called earth.*

If everyone in the world spoke a major language, reaching the burgeoning masses would be somewhat simplified, but the fact is that much of the present population growth is taking place in areas where penetration by Christian groups is negligible, if existent.

Three major missionary broadcasting groups, the Far East Broadcasting Company, Trans World Radio and the World Radio Missionary Fellowship, along with others, have covenanted together to help fulfill the Great Commission by reaching every major language block with Christian radio by the year 2000 A.D. Presently there are 198 identifiable groups of one million people or more with no Christian radio programming.

Producing programming in these languages is no small task. Dedicated nationals must be found who are born again, committed to the Word of God, have sufficient education to communicate effectively to their peers, and have the talent and resources necessary to produce programming. Obviously, this great task of world evangelization is going to require the combined efforts of the entire body of Christ, including broadcasters whose existing ministries

may have to cross boundaries which they previously have thought to be impossible. Like what? Like translating existing programming into languages where no Christian broadcasting exists! Translations can cross some major obstacles!

1. Translations cross geographic barriers. Missionaries are unwelcome in 110 countries which constitute 67 percent of the world's population. Four of the five largest nations of the world—China, India, Indonesia and Russia—are closed to traditional missionary efforts, but programs translated into their languages can be effective.

2. Translations cross literacy barriers. Large masses of people in the world are illiterate, yet hearing the Gospel in their own language provokes an immediate response. The People's Republic of China, for example, has made significant strides in education in the past 25 years, yet an average of 32 percent of all Chinese cannot read or write!** However, radios are produced in 27 Chinese provinces, and at least 85 percent of that country can be accessed by radio.

3. Translations cross resource limitations! Many Third World broadcasters have limited education and experience and soon exhaust their ability to produce quality programming day after day. Translating existing programs which are Biblical and relevant can serve as a great help to the individual who is growing in his experience and ability.

It is my conviction that existing programs can help span the gap between those who have heard and the people who have yet to hear a Christian program in their own language.

Factors to Consider

1. Evaluate your message and motives! What's your motive in considering the translation of your program? Which is more valid—to reach people with a Biblical message or to impress supporters with a promotional gimmick?

Fourteen years ago, when I first considered translating our Guidelines programming, I was skeptical that it could be done effectively. "How could I deal with the needs of families in different parts of the world," I reasoned, "when cultures are so different?" True, cultures differ, but Biblical principles are universal. A basic understanding of the culture of the target group is necessary. A program can be relatively effective in a variety of cultures when certain guidelines are followed.

Frankly, not every broadcaster should attempt to translate his program. Growing nationalism and ethnic pride immediately erect a barrier when a broadcaster "cans" a program and attempts to superimpose it on another culture. But if your program is Biblical and relevant and you are willing to keep an international audience in mind as you write and produce the program, you've passed the first hurdle.

2. Prayerfully and carefully select a translator. Apart from you or the individual who writes the original script, your end product is no better than the individual who translates and produces your program in his language. The translator must have a working knowledge of both languages, cultural sensitivity, and a desire to communicate effectively.

Where do you find translators?

Part of the answer lies in knowing the language into which you wish to translate. If you wish to produce a program in a language which presently is being used by existing missionary broadcasters, an existing staff member of that group may be able to work with you or refer you to someone who will. You may also wish to consult a missions group, already dedicated to reaching the country where you plan to target a program and use of their staff.

If, however, you would like to produce a program in a language where there is no existing Christian programming, you will need to consult with Christian leaders in that country to find who is capable of producing a translation, then consult with that individual, and fund the production of a program. All this may require an expenditure of great effort, time and expense.

**"Producing a foreign
language broadcast is
generally a one-way ministry
expense, but the eternal
dividends are substantial."**

3. Free your translator. The capable translator has to have the freedom to adapt your message and make it relevant. A starchy, wooden translation is clumsy and awkward and generally ineffective. We think it is best to turn your translator loose and let him make your message "his own." If he can't be trusted to stay "on target," you have the wrong person for a translator.

4. Use consultants. Obviously, I don't know the 16 languages into which Guidelines is translated; however, I generally know people who do know them. I ask for advice and evaluation, but only if a translator is pretty far off would I go back and ask for further correction or change.

5. Adapt culturally! You don't have to be an expert on culture to originate a program which can be translated effectively, but you do need a working knowledge of the culture of the people to whom you will be broadcasting. When you can't live in a country, you can discuss culture with your translator. You can read books and gain insights from former mis-

sionaries or individuals who have lived there. Often what you don't say is as important as what you do say.

6. Avoid cliches and idioms. Telling about the young woman who told a counselor, "I married an ideal; it turned into an ordeal, and now I want a new deal," will bring a chuckle to an English-speaking audience, but it would baffle the Chinese who tried to translate it. You'll have to pass up some great illustrations with word pictures, "plays on words" and inflections which don't translate.

7. Think through your humor. You can translate humorous stories; however, the humor has to be universal, even earthy without being vulgar, and the point has to be obvious!

8. Strive to impart universal truths. The United States contains six percent of the world's population, yet we tend to judge the other 94 percent on the basis of what is happening here. Issues which are domestic here may be non-essential or unknown elsewhere. Examples: surrogate parenting, pornography, materialism, child care, etc.

9. Expect spiritual, not material dividends. Translations don't pay in the currency of dollars or pesos. Producing a foreign language broadcast is generally a one-way ministry expense, but the eternal dividends are substantial. You must keep the attitude of Amy Carmichael who said, "Nothing matters except that which counts for eternity!"

10. Pray for the illumination of the Holy Spirit. As you sincerely seek to fulfill the Great Commission by using the media, you will discover the guidance of God in finding the right person to translate, then the right combination of stations to release the program, and the right support to make it possible.

One last word. You must remember the Great Commission is not an appendage tacked onto the Gospel. It is the very heart of the Gospel, and the media which has such power can help us fulfill the challenge in our day.

*The Population Reference Bureau of Washington, D.C., as quoted by "The World by 2000," published by the Far East Broadcasting Company.

**David Adeny. China: *The Church's Long March*, p. 87.

Dr. Harold Sala is founder and president of Guidelines, Laguna Niguel, California.

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INDIANA — WHMB TV-40, Indianapolis, Sundays 2:00 P.M.; WHMB TV-46, South Bend, Saturdays 11:30 P.M., Sundays 10:00 P.M.

KENTUCKY — WLGN TV-19, Madisonville, Sundays 3:00 P.M., Wednesdays 5:00 A.M.

LOUISIANA — KMCT TV-39, W. Monroe, Sundays 10:30 P.M.

MICHIGAN — WTLJ TV-54, Grand Rapids, Fridays 8:00 P.M.

MISSISSIPPI — CC10 TV-10, Starkville, Tuesdays 5:30 P.M.

MISSOURI — KYFC TV-50, Kansas City, Sundays 1:30 P.M.; KNLJ TV-25, New Bloomfield, Sundays 3:00 P.M.

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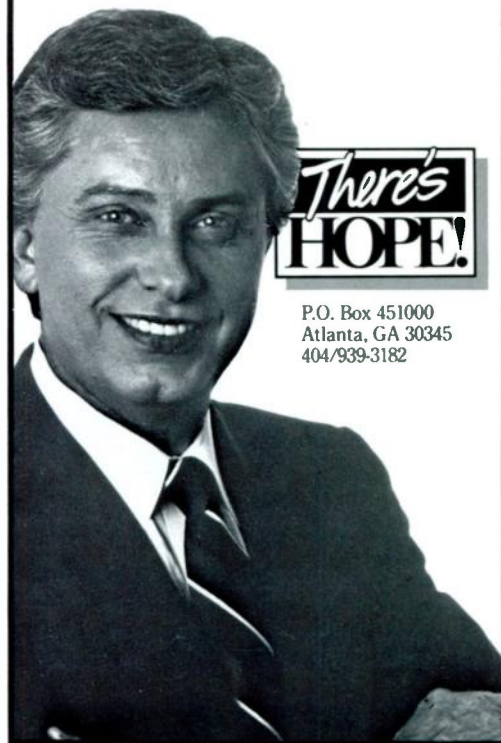
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(continued from page 21)
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Reaching Out

It is a proven fact that radio stations that have scheduled Hispanic Christian programming on their stations have had an increase in listenership, especially in cities with a large Spanish-speaking population..

I would like to challenge the English-speaking station managers that are located or that reach cities with a large Hispanic population to heed this call. You can do missionary work in your area by opening air time to Hispanic broadcasters. If you are willing to accept this challenge, get in touch with the NRB office and let us know of your availability so we can pass this on to the HNRB Commission.

As we all know, NRB is an organization that works in coordination with the church, in the sense that it contributes to the evangelization of people who will later become members in the local church. This has been the experience among Hispanics, especially in the big cities, where the broadcasters can make them know that they are loved by God. To know this, in an era of numbers and computers, is something very valuable.

If real America is a multitude of multicolored, multilingual, multicultural human beings, the spiritual vision for the real America is summed up in an extraordinarily challenging evangelistic task. America is a multitude to

(continued from page 21)

In March, 1986, on a 24-hour notice, Radio Vision Cristiana called a march on city hall to protest INTRO-2 (the Gay Rights Bill). Three thousand Hispanics participated and city hall heard the voice of moral people regarding the issue.

In July, 1986, a rally was held on Randall's Island celebrating our religious heritage. Forty thousand Hispanics were in attendance.

In October, 1986, Radio Vision Cristiana called for a march on city hall to protest sexual education in the public schools. Five hundred Hispanics were heard on the issue and the telemedia carried the message to millions in the city.

The dramatic influx of Hispanic masses into the American panorama presents an opportunity from which the nation can benefit. The rich cultural heritage and vital human resources of the Hispanics cannot be wasted. Left to pressures and aberrations of our modern day, these possibilities can be lost.

Radio Vision Cristiana sees itself as a vital instrument in the harnessing of the social potential that is the Hispanic. How can this be?

* As a voice for moral values, Radio Vision Cristiana, in the tradition of the historical voices of conscience, can point out the true ills that affect Hispanic progress.

* Offering Christ as the most effective alternative and a moral lifestyle that stabilizes the home, encourages self-reliance, promotes good citizenship and entrepreneurship.

* By being an example as well as a voice, Radio Vision Cristiana can stimulate the Hispanic to a sense of pride, confidence and action. This can affect the educational, political, economic and social outlook of an entire people.

* The quality of life for the Hispanic will be affected as he becomes aware of the possibilities in the American socio-economic system. Radio Vision Cristiana proposes to raise the consciousness of the Hispanics to those possibilities.

The miracle that is Radio Vision Cristiana in the modern setting and in the present environment speaks for the Hispanic. The Lord's help has been indispensable, providing us the commitment of many dedicated men and women, working many hours and with practically no remuneration for three intense years. Our goal, with God's direction, is to complete the miracle in purchasing the station that we might expand the ministry to 24 hours. That achievement alone will trigger a greater commitment by Hispanics in this and other urban areas that await their miracle.

David J. Greco is executive director of Radio Vision Cristiana.

be won to Jesus Christ.

Hispanic broadcasters are answering the call for programs that fill the need of Hispanic communities. They are producing programs that are informative, educational, inspirational, and above all, programs that feed the

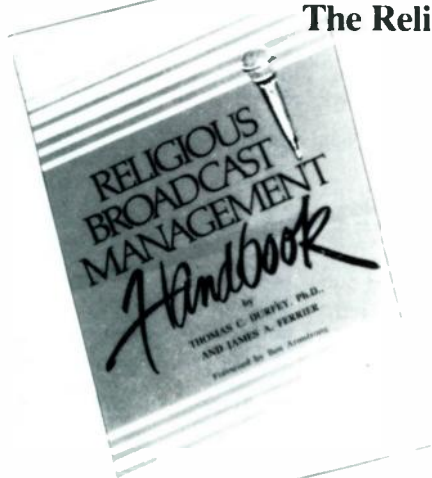
spirit.. The Hispanic community in the United States is a challenge to us all.

Dr. Reyes is chairman of HNRB, the Hispanic chapter of NRB and is host of the radio broadcast *La Voz de Salvacion*.

The Religious Broadcast Management Handbook

by Thomas C. Durfey, Ph.D. & James A. Ferrier

Published by Zondervan 1986



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(continued from page 16)

among all female radio listeners. **Hardware and Home Centers** Christian radio listeners are more apt to buy paint at hardware stores than any other radio group. Plus, this medium draws some of the most dedicated do-it-yourselfers in America. They rank number one for purchasing, among other products, roofing, exterior siding, shop vacuums, jigsaws, kitchen cabinets, water heaters and bathroom remodeling supplies.

Health Foods and Vitamins Christian radio listeners are 27 percent more likely to shop at health food stores than average Americans. What's more, they are 32 percent more likely to purchase vitamins. Christian radio women rank second for overall vitamin usage. (Fifty-eight percent of them take vitamins.)

Insurance According to Simmons, the Christian radio audience, per capita, buys more life insurance (and more expensive policies at that) than any other radio media group. Likewise they rank either number one or number two among other formats for purchasing homeowner's insurance, liability insurance and many other types.

Lawn and Garden Twenty-nine percent of Christian radio listeners participate in outdoor gardening and 25

percent in indoor gardening. They lead the nation in buying seeds and fertilizer. Furthermore, they consistently rank well above the national average for purchasing both riding and walk-behind lawn mowers.

Motorcycles Only Album Rock radio listeners are more prone to buy motorcycles than Christian decision makers. Overall the Christian radio audience is 25 percent more likely to buy cycles than the average American.

Pharmaceuticals These advertisers have increased their radio budgets by 83 percent since 1980. While it may surprise a few, it seems that Christian radio listeners are among America's most voracious consumers of Tums, Aspercreme, Ex-Lax and Advil (to name a few), and all for good reason. Adding in the fact that there are more people per Christian radio household than normal, all of this spells additional traffic for drug stores.

Restaurants and Fast Food Christian radio women are more likely to eat at fast food, family and steak house restaurants than women who listen to any other format. On top of that they also rank number one for eating out at such an establishment for breakfast, number one for lunch, number one for dinner and number one for snacks.

Sewing Women who listen to Christian radio lead all other formats for sewing finished garments (18 percent above the national average). Furthermore, they lead all others for purchasing sewing materials and notions (12 percent above average). They are also number one for spending more than 50 dollars last year in fabric stores.

Shoes Christian radio women rank number two among all other radio women for purchasing shoes over the last 12 months (10 percent above the national average). Likewise, for men's shoes they are seven percent above average and for children's shoes (purchased by women) they are 17 percent above average.

Sports The favorite sports among Christian radio listeners are fishing, hunting, piloting private planes, baseball, golf, tennis, motorcycling and weight lifting. Although this audience does not generally rank number one in any particular sport, they do consistently rank above average in almost every sport. This, we feel, is the type of customer that more full service sporting goods stores are looking for.

Gary Crossland is president of Tri-S and Soma Communications in Dallas, Texas.

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1000	.44	.51	.53	.76
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PROFILE



Dan Betzer

"Broadcasting Is Fascinating" Third in a series on Religious Broadcasting personalities

by Virgil Megill

Dan Betzer has dedicated his broadcasting skills to sharing the Gospel. He has been announcer, newscaster, Associated Press reporter, soloist, speaker, director and producer of not only radio and TV but also film and multimedia programs. He is thorough in his research, relevant in his application, clear in his enunciation and fluent in his delivery. As speaker on the Assemblies of God *Revivaltime* program, he articulates his evangelistic message with captivating words, accurate diction, and emotional overtones.

Early Days

Since his childhood, Betzer has been trained in communication. Son of Cecil and Roberta Betzer, at age three he was a singer on a children's radio program in the Sioux City/Yankton area, at age five doing dramatic roles on Radio WNAX/Yankton (South Dakota).

Betzer worked his way through school at KWTO with Red Foley, Brenda Lee and others who achieved fame, as he recalls, "back in the Ozark Jubilee days." Betzer confessed, "I did everything, including a three hour program called *Hillbilly Heaven*, a disc jockey show, every night."* He was a newscaster on KGBX and KYTV television where he also made commercial announcements.

While attending Central Bible College and Southwest Missouri State University, Betzer produced a local Assemblies of God all-request 45 minute program *Songs in the Night*.

After completing his college education, in 1959 Betzer became associate pastor of Bethel Temple Assembly of God in Dayton, Ohio. He was ordained in 1963 and pastored two churches in Sandusky, Ohio. In Sandusky he was news director of WLEC and WSAN-TV and hosted a weekly radio and nightly television program. Leaving Calvary Temple Assembly in Sandusky he returned in 1977 to Springfield to the Assemblies of God general offices to direct the Radio-TV department and produce *Revivaltime*. Fourteen months later

Betzer was chosen as *Revivaltime* speaker.

Betzer's illustrations in words, phrases, sentences or paragraphs are proverbial, often uniting a popular and colloquial concept with a Biblical truth. Usually he sustains a single drama and theme throughout his message. Inductively he aims not only at the mind but also the will of the listener.

In a one-to-one attitude, Betzer targets his listener, and gives his message and prayer for this person. Betzer's messages are evangelistic, toward decision making, not limited to concept building. His logical sequence in his *Revivaltime* messages is inconspicuous, based both on Biblical narrative and contemporary urgency, and seldom competes with his dominant purpose.

Media Ministry

Revivaltime Media Ministries incorporates the earlier and later work of Dan Betzer. He has developed a repertoire of 100 Bible stories on albums and cassettes in *Dan Betzer and Louie Tell the Bible Classics*. Known as a singer before becoming a preacher, he has recorded 20 albums, such as *Leavin' On My Mind*, *Bring Back the New Again* and his latest, *Dan Betzer With Gary S. Paxton*. He has produced several music and teaching videos including his latest one-hour concert, *Live From Park Crest*, with the Dave Weston Orchestra. He has produced educational films and media presentations during travels in more than 30 overseas countries. His writings include the novel *Beast* published by Huntington House, and the daily devotional for reading the New Testament through in a year, *Daily in the Word*, published by Thomas Nelson Company.

Several times each year *Revivaltime* convenes outside Springfield. The next road trip will be to the *Revivaltime* World Prayermeeting "anchor service" which will unite hundreds of prayer services in churches around the world. Last year's World Prayermeeting was held in Sacramento, and more than 1,500 churches and prayer groups registered in advance to pray for

quests sent in from *Revivaltime* listeners.

The program *Sermons in Song* was honored by National Religious Broadcasters in 1947 as the "Best All-around Religious Broadcast." *Revivaltime* originated live at the National Religious Broadcasters convention in Washington, D.C. in January 1979, with Betzer as speaker. He was speaker at the opening Sunday morning worship service at the NRB Convention in 1986. In January 1987 he relinquished chairmanship of the Radio-TV Department, but continues as *Revivaltime* speaker, writer and still speaks at conferences and camp meetings. He serves as pastor of First Assembly of God Church, Fort Myers, Florida. He commutes to Springfield to produce *Revivaltime*, but remains faithful to the evangelistic harvest in the local congregation.

Betzer's style is not forced on his message. He approaches each contemporary problem and Biblical text from the inside out, not from a judgmental external view. He breaks up his sermons into short sentences, sometimes sacrificing perfect grammar to achieve simplicity.

An enthusiast for radio, Betzer says, "Radio is magic! Perhaps nothing invented by man has brought so much pleasure to so many people. It can wake you in the morning, lull you to sleep at night, and during your waking hours fire your imagination, stimulate your emotion, inform, thrill, chill and fill you with anticipation...Radio features the word, the spoken word. It does not need augmenting by pictures and sets...Radio allows the listener to become involved even when he is doing something else...Radio is a haven for creative people."**

*Walter Bennett Agency, 1980.

***Advance*, op. cit., p.6.

Virgil Megill is professor of communications at Toccoa Falls College.

Fairness Doctrine Amounted to *Censorship*

by Ed Hindson

In an unprecedented move last month the FCC declared the fairness doctrine to be unconstitutional. FCC chairman Dennis Patrick called the August 4 decision a "cause for celebration," noting that it extended to the electronic media the same First Amendment rights that have been enjoyed by the print media since our nation's inception. Thus, the elimination of the doctrine removes the double standard that has long existed between the broadcasters and the press.

The problem with the fairness doctrine was that it was not fair. Originally it sought only to require fairness in presenting public issues when it was framed 38 years ago. However, the difficulty of its application resulted in an indirect means of censorship. Many stations simply chose to avoid controversial subjects altogether in an attempt to accommodate the law. Unfortunately, this approach was often taken with religious programming as well.

Vague Standards

The provisions of the fairness doctrine made the public airwaves "public property" regulated by the FCC in the "public interest." The doctrine demanded that equal opportunity be given to all sides of a controversial issue in order to represent "significant opposing viewpoints." However, since it is virtually impossible to present all conflicting views, attention was often given to those collectives with the greatest economic or political clout.

A special report the FCC last month declared that the fairness doctrine actually prohibited free speech by providing broadcasters with a powerful incentive not to air controversial programming. The vague standards of the doctrine made its practical application difficult, if not at times im-

possible. The standard indirectly provided incentive to air only orthodox and well-established opinion.

Bias and Censorship

The fairness doctrine created a climate of fear in which it was "safer" to avoid broadcasting controversial programming altogether. This mentality was often used as an excuse to avoid religious programming under the false assumption that it was controversial and would require equal time for contradiction.

The report also cited the fact that many individual stations adopted company "policies" of self-censorship in an attempt to limit the amount of controversial material to be broadcast. The Commission concluded that the doctrine "inhibits the presentation of controversial issues of public importance to the detriment of the public and in degradation of the editorial prerogatives of broadcast journalists."

The special report also expressed concern that the doctrine provides a "dangerous vehicle," which has been used in the past by unscrupulous officials, to intimidate broadcasters who criticize governmental policy. In attempting to evaluate major viewpoints of opinion the doctrine forces the government to make vague and subjective value judgments among various opinions to determine whether a station has complied with its regulatory obligations.

Short-Lived Victory?

Religious broadcasters have hailed this landmark decision as a great victory since it will allow greater freedom for religious programming. (The NRB executive committee commended chairman Patrick on August 11.) At the same time, however, it could allow

greater freedom for anti-religious programs as well. In the plurality of democracy, true freedom must allow both options. Now it is up to us to make the most of our advantage to proclaim the gospel to our generation.

The broadcasters' new freedom could also be short-lived if Congress votes the fairness doctrine back into law this fall or if the federal courts overturn the FCC decision. Ultimately, the issue may well have to be resolved by the Supreme Court. In the meantime, the freedom has been granted by the FCC to preach away without fear of reprisal or intimidation.

Efforts to resurrect the fairness doctrine came just three days after the historic vote with the filing of a notice of appeal in the U.S. Court of Appeals in New York by the representatives of the antinuclear Syracuse Peace Council. They intend to argue that Congress codified the doctrine in 1959 and that, as a result, the FCC lacked the jurisdiction to repeal it. The Office of Communications of the United Church of Christ became the second group to counter the FCC action.

Congressional action will heat up again this month as well since Ernest Hollings (D-S.C.) and John Dingell (D-Mich.) have vowed to codify the fairness doctrine and attach it to the first "veto-proof" measure Congress considers this fall. President Reagan vetoed a similar bill last June. The National Association of Broadcasters has recommended a letter writing campaign and the formulation of a major lobbying coalition with the print media to oppose such action.

The future freedom of religious broadcasters will undoubtedly be affected by the final outcome of this issue. For now, the repeal of the fairness doctrine is a breath of fresh air for religious broadcasting.

BROADCASTERS



David Mainse

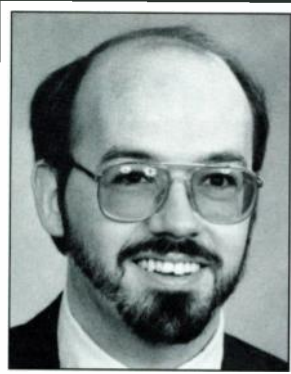
Radio Voice of Christ, Inc. has moved to Portland, Oregon, from its previous location in Buena Park, California. The ministry broadcasts into Iran via shortwave radio.

WWDJ-AM/Hackensack (New Jersey) recently held "Big Splash 87" on the beach at Ocean Grove, New Jersey. The weekend event featured concerts given by Bill and Gloria Gaither, Leon Patillo and others, seminars, live broadcasts from the boardwalk and contests.

Jerry Park was promoted to the position of general manager of The Benson Company. Park was formerly vice president and general manager of sales at Benson and has worked for the company for 10 years.

David Mainse, host of *100 Huntley Street*, is offering children whose homes were destroyed in the Edmonton tornados a free week at one of the Circle Square Ranches operated by Crossroads Christian Communications, Inc. Crossroads operates seven ranches across Canada as a part of its ministry to children.

Eternal Word Television Network (EWTN) began 24-hour service September 1 on



Richard Whitworth

Galaxy 3, Transponder 10. The network will also participate in an antenna program for cable companies with other recently signed Galaxy 3 networks, including C-Span, Nickelodeon and the Weather Channel.

Richard Whitworth was named director of radio ministries for Illinois Bible Institute, as announced by Rev. Ernest J. Moen, president of the college. Whitworth has been employed at WIBI since 1975 and became station manager in 1983. The college station programs 60 percent Christian contemporary inspirational music.

KATB-FM/Anchorage recently completed its Project 87 signal expansion project into the communities of Eagle River and Wasilla, Alaska. Station officials stated that with the installation of a translator in these communities, KATB will be able to reach an additional potential audience of 30,000 more Alaskans.

Roger Marsh was promoted to the position of program director for Interstate Satellite Network. His appointment was announced by ISN director of operations, Gem O'Brien. O'Brien said ISN and the Syndicated Programs Division have experienced



Dr. Oswald C. J. Hoffmann

tremendous growth over the past months.

Dr. Ted Barnett has been appointed to head Africa Inland Mission's home office as its new U.S. director. Barnett is the sixth U.S. director for the 92-year old mission, following the retirement of Rev. Peter Stam in May. Barnett, 40, served with the administration of Biola University as director of extended education.

Dr. Oswald C. J. Hoffmann received the first annual American Bible Society Award for his "distinguished contributions to the Bible cause" from ABS president James Wood at the Society's 171st annual meeting held in New York City recently. Hoffmann is speaker on the weekly radio broadcast, *The Lutheran Hour*.

Goforth Media, Inc. has received permission from the FCC to increase WBHY-AM from 1,000 to 10,000 watts. On August 3, the ministry filed application with the FCC for a 100,000-watt FM facility to operate in Mobile at 88.5 MHz.

There's Hope!, a ministry of **Rehoboth Baptist Church**, Atlanta, recently added seven independent full-power television stations to its broad-



Phyllis Schlafly

cast schedule. Dr. Richard Lee, pastor and speaker, said the ministry also expanded its studio facilities to accommodate digital video effects and has begun publishing its own monthly daily devotional guide.

The Phyllis Schlafly Report celebrated its 20th anniversary in August. The publication was launched in August 1967 and has grown to a national subscriber list of 45,000. Founder Phyllis Schlafly is heard daily on a radio broadcast by the same name.

WZZD-AM/Philadelphia "adopted" a Red Cross Bloodmobile to help the American Red Cross find blood donors. Each day WZZD announces a location where the Bloodmobile will be set up and reminds listeners of the need for blood donations.

A new firm based in New York City offers discount purchasing to radio stations. **Buygroup Limited**, founded by Bill Kovari, negotiates prices and national contracts, processes all purchase order documents, maintains records and claims a 10-15 percent discount of dollars purchased through the agency. For more information, call (212) 541-6611.

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NEW PRODUCTS

5 kW FM Transmitter

Continental Electronics—Type 815A is a high performance state-of-the-art FM transmitter that uses Continental's top-performing Type 802A FM Exciter.

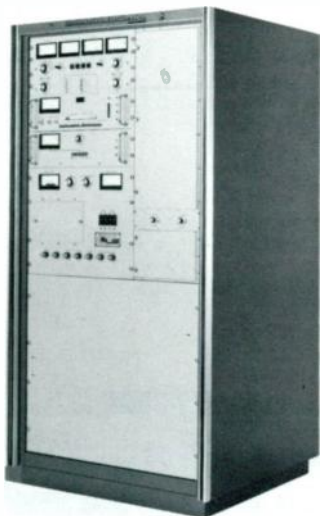
The transmitter is solid-state except for the single 4CX3500A tetrode tube in the final amplifier.

The 815A uses IC logic for all control functions and incorporates a computer-like memory to restart the transmitter after a power failure.

A built-in battery supply and charger enables the logic circuits to remember their state in the event of a power interruption. The transmitter utilizes automatic filament voltage regulation and automatic power control for unattended operation.

The transmitter comes with remote control interface and automatic overload/recycle system and is self-contained in one 35" wide (89 cm) cabinet, including the Harmonic filter. It can be put into "on-the-air" operation in a minimal amount of time.

For further information, contact Continental Electronics, PO Box 270879, Dallas, TX 75227. Telephone (214) 381-7161.

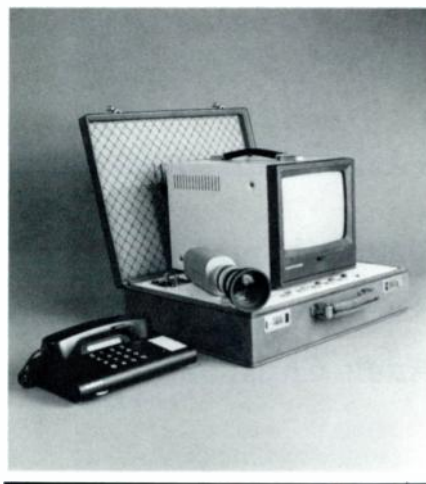


Digital Freeze-Frame Unit

Colorado Video, Inc.—A new compact digital freeze-frame unit, the Model 286, has been introduced. This lightweight unit transmits high quality still video images over any digital circuit up to 200 kilobits per se-

cond for color images and 500 kbps for monochrome ones.

The unit contains an internal modem for transmission over voice-grade telephone lines at 9600 bps, with fallback rates of 7200 and 4800 bps. However, it also may be used



with an external synchronous modem for transmission at selectable higher rates such as 56 kbps, 64 kbps or a portion of a 1.5 megabit circuit.

Other features and options include a The 286 may be used with any standard video camera, monitor, video printer, video optical laser disk and Colorado Video's Model 940 Image Storage System.

For more information, contact C. Keen, Colorado Video, Inc., Box 928, Boulder, Colorado 80306. Telephone (303) 530-9580.

Tuneable SCS Satellite Receiver

International Broadcasting Network—In conjunction with AVCOM of Virginia, Inc., IBN has developed SCS, the first broadcast quality tuneable satellite receiver compatible with the latest technology in program delivery.

Since most major Christian network delivery systems have selected SCS delivery and reside on the Westar V communications satellite, a great need exists for a frequency agile receiver that not only tunes across the entire SCS band (from 0 to 5.1 Mhz) but also has a six frequency preset function that can be set to any six frequencies on transponder 7D on Westar V.

IBN and AVCOM of Virginia have developed these capabilities and more in the FAR6000. The FAR6000 comes either LNA- or LNB- ready. The receiver also

delivers a base band out of the receiver circuit for use with a new slave demodulator that allows simultaneous downlinking of more than one audio carrier. The slave demodulator can be ordered either tuneable or fixed with stereo capability.

For more information on pricing, application and technical specifications, contact Dean K. Allison, IBN, PO Box 36096, Denver, CO 80236. Telephone (303) 980-1211.

Condenser Microphone

Shure Brothers, Inc.—The Model SM15 Head-Worn Condenser Microphone has been unveiled. According to the company, the SM15 is the first head-worn microphone design to offer professionals both hands-free convenience and performance characteristics similar to those of a hand-held microphone.

Shure developed a new unidirectional electret condenser cartridge design with a frequency response of 50 to 15,000 Hz and an extremely high sound pressure level capacity (141 dB).

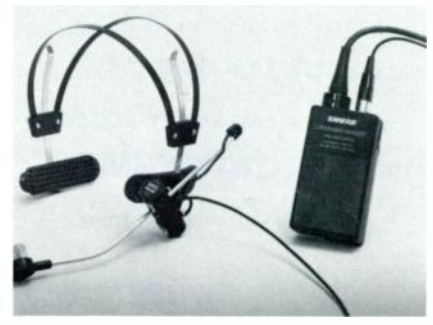
A patented, fully adjustable boom pivot locks in for precise placement of the SM15 Microphone on either the left or right side of the head.

The SM15's preamplifier is constructed of high-impact ARMO-DUR®. It can be clipped to a belt and is powered by a 9-volt battery or by phantom power.

The SM15 comes complete with 4-foot microphone and 10-foot amplifier cable, a windscreen and a custom carrying/storage case.

User net price on the SM15 is \$275.

For further information, contact Shure Customer Services, 222 Hartrey Ave., Evanston, IL 60202. Telephone (312) 866-2553.



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ON THE AIR

Today's Inspirational/MOR Format

by Bob Augsburg

Christian radio has matured in the last few years in several areas. Although there are still programming elements that need refining, the musical formats on a growing percentage of Christian stations are becoming better defined and implemented.

A popular format today in Christian radio is Adult Contemporary, targeted primarily at the 25-44 age group. Several stations have chosen a slightly lighter musical style mix which in recent times has been labeled MOR/Light Contemporary or most commonly Inspirational/MOR. Personally I don't think the term "Inspirational" really fits the first name of the format. Just a few years ago "Inspirational" music was associated with Norma Zimmer and George Beverly Shea, but today's Inspirational is more commonly referred to Sandi Patti, Larnelle Harris, Billy & Sarah Gaines and Steve Green. The format is a viable alternative when the following elements are present in the market:

1. A strong A/C or CHR formatted station already present
2. A predominantly conservative taste in music
3. A large percentage of 35-54 year olds

Since music style is a major factor in targeting your station, it is important that an Inspirational/MOR station employ an experienced music director. This individual should be mature and able to know where to draw the line between cuts that are appropriate for the format and those that are too intense musically for the 35-54 cell. If your music director is young and im-

mature, you might find the director adding cuts that are too contemporary because of personal likes and not taking into consideration that the core audience is perhaps 10 years older. This could be a constant headache for a general manager. So where is the line drawn on a MOR station? What A/C cuts can be added and which ones should not? Absolutes are difficult to lay down, but for example, let's examine several popular Adult Contemporary selections. Kim Boyce's most recent release *That's How He Touched My Heart* has a Top 40 sound that would not blend well in an Inspirational format while Kim's earlier release *Here* was very compatible. Deniece Williams' *Wings of an Eagle!*, though a fantastic song, would be too intense for the upper end of the 35-54 group while Deniece's *I Surrender All* turned out to be an Inspirational/MOR smash. Careful music testing is the only way to know what songs to add and which ones not to add, regardless of how well they are charting on A/C stations.

The format clock on a typical Inspirational/MOR station will feature more album cuts and gold than the A/C counterpart. Today's current single releases from a majority of the record labels lean more toward A/C and CHR with fewer MOR releases. Thus it becomes necessary to dig for album cuts that were never released as singles but are great songs just the same. The Gold rotation can be more frequent and larger because the A/C hits of 1980-1985 in many cases are stylishly Inspirational/MOR when judged by today's standards.

Other factors in constructing a good Inspirational/MOR format include:

- I. Increased news coverage
- II. More adult-oriented jocks than the A/C counterpart
- III. A more mature spot philosophy (less humor, less hard sell ads)
- IV. A greater commitment to public affairs programming

A consistently programmed Inspirational/MOR station can pull very impressive numbers as recently demonstrated by Denver's KWBI. Recently the station pulled a 4.4 share, (adults 25-54) which in a competitive major market like Denver is something to be proud of. Station manager Ken Johnson attributes much of the success to the musical format which he defines as "Bright Praise" oriented music. KWBI operates on an annual budget of \$520,000 and places a great deal of emphasis on local news and community involvement. Two full-time news people plus several regional stringers have kept KWBI in pace with secular stations from an information perspective. Traffic reports have also recently been added to the weekday programming, all of which have enhanced KWBI's credibility among its adult core audience. Though the station is non-commercial/listener supported, no financial appeals are made over the air except during their annual spring sharathon.

Like most Inspirational/MOR formats, KWBI's most traditional artists sprinkled in the mix would be Doug Oldham and Tom Netherton, with the

meat of the sound comprising newer artists like Wayne Watson, Jim Murray and Michael Card.

Though the Inspirational/MOR format does not receive the media attention that A/C and CHR does, it is still alive and well across the U.S.A.

In future articles we will look at the explosion of Adult Contemporary radio. We will also look into several new Christian stations targeting primarily teens and young adults in a drive to become an AOR alternative in their market.

Bob Augsburg is president of Proramming Plus, Fort Myers, Florida, a company that provides Christian music formats via reel or cassette to stations across America.

Single Notes

Adult Contemporary

Randy Stonehill revives the old 70's pop tune **Get Together**. Though the lyrics are the same as the secular version, the message is needed at this particular time in the church's history. Musically **Get Together** may be a bit heavy for A/C radio.

Benny Hester's latest single from the

album **Through the Window** is **Wonderful Invention of Love**. This is a novelty type song with very little chart potential in comparison to Benny's previous singles **Remember Me** and **The More I Enter In**, but then again it is hard to follow up on selections that were as strong as those two.

Debby Boone follows up **Name Above All Names** with a new single release from the **Friends For Life** album. **Be Ye Glad**, previously recorded by Glad several years ago, is well done with inspiring words on the forgiveness available to all through Christ's sacrifice. Perfect also for Inspirational formats.

Southern Gospel

Riversong has released a new album by **Jeff and Sheri Easter** entitled **A New Tradition**. The single **There's a Higher Power** bridges the gap between bluegrass, southern gospel and country. Vocally these two offer a fresh harmony approach to gospel music that differs from the traditional four-part quartet harmonies that sometimes get a little old.

The Speers newest release was recorded live aboard the S.S. Galileo cruise ship. The single **The Rock That I'm Leaning On** incorporates the live audience participation from the performance aboard the ship. As with most live albums, this one makes for better home listening than radio.

Chart Check

WTLR/State College, PA

FORMAT: Southern Gospel

1. Wonderful Time Up There - Pat Boone/Cathedrals
2. Cool Drink of Water - Gold City
3. Blood Washed Band - Cathedrals
4. Nothing Shall Separate Us - Nelons
5. There's Still Power In The Blood - Talley
6. Who's Gonna Stand In The Gap - Squire Parsons
7. Waiting For The Sun to Shine - Paynes
8. Keep On Sailing - Heavenbound
9. Meet Me At The Table - Kingsmen
10. There Ain't No Grave - J. Paschall

KGTS/College Place, WA

FORMAT: Inspirational/MOR

1. I Can - Karla Worley
2. Sinner Saved By Grace - Gary McSpadden
3. Tell Me Again - Wintley Phipps
4. His Eye Is On the Sparrow - Larnelle Harris
5. He Is Messiah - Luke Garrett
6. When It's All Been Said & Done - Phillip Sandifer
7. The Artist - Morris Chapman
8. Do You Really Love the Master - Kelly Willard
9. The Final Word - Michael Card
10. I've Seen the Children - Bill Gaither Trio

WLFJ/Greenville, SC

FORMAT: Inspirational/MOR

1. Name Above All Names - Debby Boone

(continued on page 38)

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WATCH

Update On Must-Carry

by Richard E. Wiley

After a series of false starts, the FCC's new interim "must-carry" rules are in place. The new rules reduce the number of broadcast signals a cable system must carry and eliminate the must-carry requirement entirely by 1992. As a result, religious broadcasters and others may find it more difficult to get their broadcast programming carried on cable, especially if they do not act expeditiously to persuade cable operators of the benefits of providing such carriage.

The FCC first established must-carry rules in 1962 in an effort to prevent cable from eroding the profitability of broadcasting stations and perhaps eliminating some stations altogether. The FCC generally required cable operators to carry, in addition to the cable programming they offered, any broadcast station that was located within 35 miles of the cable community and other stations that were "significantly viewed" within the community.

In 1985, the U.S. Court of Appeals for the District of Columbia Circuit heard a challenge to the constitutionality of the must-carry rules. Cable operators complained that in some communities, they had so few channels to use and had to carry so many broadcast channels under the rules, that they could not offer some cable programming that viewers wanted to see. The Court held the must-carry rules to be unconstitutional, saying they interfered with the First Amendment rights of cable operators to select the viewpoints and programming they wanted to present. In August of 1986, the FCC adopted new must-carry rules in principle, but did not release the text of those rules for more than three months. The Commission then, on its own motion, issued a stay, delaying the effective date of the rules until last June. The FCC also relaxed the "A/B switch" requirement which is discussed below.

A key difference between the old and new must-carry rules is the decreased responsibility cablecasters have to carry broadcast signals. The old must-carry rules generally required cable systems to carry all local broadcast stations. The new rules, however, only require cable systems to dedicate a portion of the available cable channels to the carriage of "qualified" broadcasters. The rules also require cable operators to offer for sale "A/B switches" that, at least in theory, will allow a single television set to receive both over-the-air broadcast signals and cable signals. The revised must-carry rules contain a "sunset" provision, meaning they are only in effect until January 15, 1992. After that time, broadcasters will have no regulatory assurance of cable carriage.

Rule Requirements

The new must-carry rules require each cable system to carry at least one qualified non-commercial educational television station or translator; systems with more than 54 channels must carry two such stations. In addition, systems with more than 20 channels are required to devote a varying percentage of available channels to local commercial broadcast station carriage. For example, cable operators with 21 to 29 channels must carry seven broadcast signals; 30 to 33 channels, eight signals; 34 to 37, nine; 38 to 41, ten; 42 to 45, 11; 46 to 49, 12; and so forth, adding one signal for each additional four channels. If operators offer more than 125 chan-

"It is crucial that station operators... demonstrate to local cable operators the benefits of carrying their stations."

nels, they must devote one-fourth of their capacity to broadcast carriage. Systems with fewer than twenty channels have no obligation to carry any broadcast signal other than one non-commercial station, as described above.

Qualifications

To qualify for cable carriage, a commercial broadcast station must be a local broadcaster, must be "significantly viewed" in the county where the cable system is located and must deliver a "good quality" signal to the cable operator. Non-commercial educational translators operating at 100 watts or more of power and serving the cable community are qualified signals under the new rules.

Local broadcasting is defined as a station licensed to a community within 50 miles of the main cable facility. If there is more than one facility, the cable operator must designate one as the "main" facility.

In addition, a commercial broadcaster must

be "significantly viewed." This provision requires a station to have an average weekly circulation of five percent (5%) in non-cable households. To establish this "significant viewing" pattern, the broadcaster must, if challenged, submit the results of county-wide surveys covering four separate four-week periods. Surveys must be conducted in each quarter of the one-year survey season; April-June, July-September, October-December, and January-March. Surveys prepared in the past to demonstrate "significant viewership" may be used only if they include four county-wide surveys during the most recent year of operation. Once a station has demonstrated that it meets the viewing standard, the FCC regards it as meeting the standard for the remainder of the must-carry period, until January 15, 1992.

New commercial stations need not demonstrate viewership for the first 12 months of operation. Stations that began broadcast operations after July 19, 1985, but before June 10, 1987, are exempt from viewership requirements -- until June 10, 1988. In addition, any station in operation as of June 10, 1987 for less than one complete television survey year (which begins on April 1 and ends March 31 of the following year) may meet viewership standards by submitting a survey covering two weeks.

Finally, the broadcaster must deliver a "good quality" signal to the cable operator. This means that the broadcast signal must have no more interference than that which is "just perceptible." However, the broadcaster may furnish equipment or reimburse the cable operator for equipment costs necessary to upgrade the cable operator's existing reception to ensure the broadcast signal received is of "good quality."

Less Cable Carriage

Even those broadcasters who "qualify" for carriage may not receive cable carriage in communities where there are more qualified broadcasters than there are channels dedicated to broadcast carriage. In such cases, cable operators may select the signals to be carried, except that the operator must carry non-commercial educational stations as described above.

In addition, a cable operator may demonstrate that a broadcast station no longer qualifies as "significantly viewed" by using the same survey method described above. Once a broadcast station no longer is qualified for mandatory carriage, it may be eliminated from the cable system, at the cable operator's discretion.

(continued on page 39)

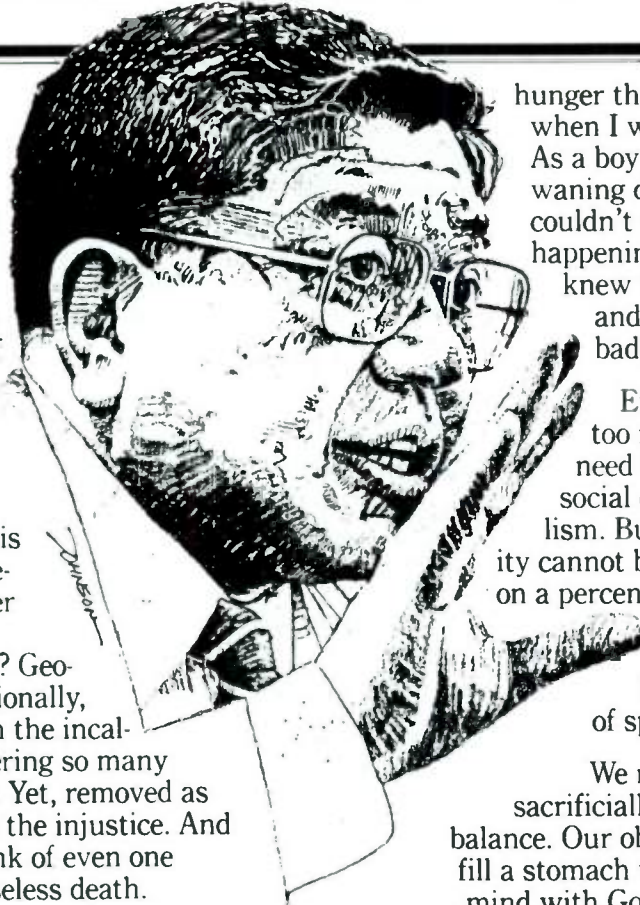
Ted Yamamori says . . .

18 CHILDREN WILL DIE IN THE NEXT 60 SECONDS.

By the time you finish reading this page, hunger will claim 24 lives. Eighteen of that number will be children, too weak and wasted to hold on any longer. The ravages of disease will overtake their frail bodies.

For those of us who live in North American comfort, this tragedy defies comprehension. Who has ever seen someone die of hunger in our society? Geographically and emotionally, we are insulated from the incalculable physical suffering so many millions endure daily. Yet, removed as we are, we still sense the injustice. And we ache inside to think of even one child dying such senseless death.

I remember well the awfulness of

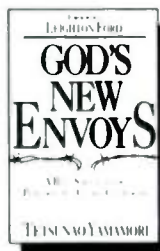


hunger that almost took my life when I was just seven years old. As a boy in Japan during the waning days of World War II, I couldn't understand what was happening in my country. All I knew was that I was hungry and sick and I wanted so badly to get better.

Evangelicals have spent too much time debating the need for balance between social concerns and evangelism. But Christian responsibility cannot be measured out neatly on a percentage basis. In this case, one cannot separate the giving of literal bread with the sharing of spiritual bread.

We must act decisively and sacrificially, for lives hang in the balance. Our objective is not simply to fill a stomach with food, but to fill a mind with God's truth and fill a heart with His love.

Ted Yamamori, Chief Executive Officer, Food For The Hungry, is an internationally-respected Christian leader. His credentials as an educator, author and missiologist are impeccable. He is dedicated to providing relief for the suffering and long term help that would enhance the dignity of a person.



In his newest book, "God's New Envoys," Yamamori describes a whole new generation of missionaries who will change the world. Contact your local Christian bookstore or Multnomah Press (1-800-547-5890) to secure your copy of "God's New Envoys".



FOOD FOR THE HUNGRY, INC.

For further information concerning the ministry of Food for the Hungry, call 1-800-2-HUNGER.
P.O. Box E, Scottsdale, Arizona 85252

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CLASSIFIEDS

EMPLOYMENT

Enterprise Network has two openings for announcers in its group of five Christian formatted stations. One year on air experience a plus but will consider others with basic training or college prep. Resumes with references to Enterprise Network, 100 N. 24th St. W., Suite B, Billings, MT 59102. EOE.

Radio Station Manager needed for major market inspirational station on the east coast. Successful sales background a must. Send resume including

salary history and references to Box 10M, NRB, CN 1926, Morristown, NJ 07960.

MAINTENANCE ENGINEERS

Large Southern production house in need of experienced engineers (minimum three years) in areas of satellite transmission, video tape, studio, master control, standards conversion and audio production. Also, in need of highly qualified video engineer. Send resume to Jimmy Swaggart Ministries, Attention: Darell Wyatt, Box 2550, Baton

Rouge, LA 70821.

WANTED

A committed Christian young woman, 23 years, Master of Mass Communication 1986, currently producing T.V. documentary films. SEEKING CONTRACT/EMPLOYMENT /COLLABORATION WITH ORGANIZATIONS /INDIVIDUALS TO PRODUCE FILMS IN INDIA/OVERSEAS: Please contact: Joyce Singha, S-41, Greater Kailash, New Delhi, 110048 (India) OR C/O P.O. BOX #192, BELLWOOD, IL 60104.

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Chart Check

(continued from page 35)

- When It's All Been Said & Done - Phillip Sandifer
- Come Drink At My Table - Billy & Sarah Gaines
- Friend of a Wounded Heart - Wayne Watson
- I.O.U. Me - Be Be & Ce Ce Winans
- Praise You Lord - Buddy Greene
- Wake Up America - Terry Talbot
- Ageless Dancer - Tanya Goodman
- Holy, Holy, Holy - Tony Elenburg
- Prince of Peace - Twila Paris

WWGM/Nashville, TN

FORMAT: Inspirational/MOR

- The Rock Of Faith Is Jesus - Karla Worley
- All Rise - Doug Oldham
- When It's All Been Said & Done - Phillip Sandifer
- Unshakable Kingdom - Let There Be Praise
- My Jesus I Love Thee - 2nd Chapter of Acts
- Faithful Men - Twila Paris
- You Haven't Changed - Heritage Singers
- Shine On Me - Steve Amerson
- He's Got The Whole World - Courtney & Chris Christian
- In His Sanctuary - Sonlight

WCRM/Dundee/Chicago

FORMAT: CHR

- Make It Right - Kenny Marks
- Heads Or Tails - Prism
- Come As You Are - Bryan Duncan
- When My Heart Breaks - Chris Eaton
- Here I Am - Crumbacher
- I.O.U. Me - Be Be & Ce Ce Winans

- That's How You Touched My Heart - Kim Boyce
- Daniel - Tramaine
- Make Us One - Phil Driscoll
- Wings Of An Eagle - Deniece Williams

WBGL/Champaign, IL

FORMAT: A/C

- I.O.U. Me - Be Be & Ce Ce Winans
- Come Drink At My Table - Billy & Sarah Gaines
- Prince of Peace - Twila Paris
- Never For Nothing - Margaret Becker
- There In Your Heart - Dion
- Pure Heart - Jim Murray
- Household Of Faith - Steve Green
- For My Growing - Mylon LeFevre
- The More I Enter In - Benny Hester
- Name Above All Names - Debby Boone

WEMI/Menasha, WI

FORMAT: Inspirational/MOR

- Come Drink At My Table - Billy & Sarah Gaines
- Oh Happy Day - Larnelle Haris
- Friend Of A Wounded Heart - Wayne Watson
- Just Because You Are - Phillip Sandifer
- Keep My Eyes On You - Kelly Willard
- A Song In The Night - Songbird
- People All Over The World - Farrell & Farrell
- Look For A Window - Dallas Holm
- Mighty God - Gary McSpadden
- He'll Come With A Shout - Luke Garrett

KJLY/Blue Earth, MN

FORMAT: Inspirational/MOR

- Name Above All Names - Debby Boone

- Pure Heart - Jim Murray
- Friend of a Wounded Heart - Wayne Watson
- Household Of Faith - Steve Green
- The Power - Don Francisco
- He Is All You Need - Steve Camp
- United We Stand - Evie
- I Will Rejoice - Luke Garrett
- Make Us One - Phil Driscoll
- Tell Me Again - Wintley Phipps

WZZD/Philadelphia, PA

FORMAT: A/C

- I.O.U. Me - Be Be & Ce Ce Winans
- Never For Nothing - Margaret Becker
- There In Your Heart - Dion & Kelly Willard
- Prince of Peace - Twila Paris
- Name Above All Names - Debby Boone
- Wings Of An Eagle - Deniece Williams
- Weak Days - Steven C. Chapman
- Crossover - Dan Peek
- Come Drink At My Table - Billy & Sarah Gaines
- Household of Faith - Steve Green

WNOW/Charlotte, NC

FORMAT: CHR

- Wings Of An Eagle - Deniece Williams
- Make It Right - Kenny Marks
- Holy Fire - Glad
- Heads Or Tails - Prism
- There In Your Heart - Dion
- Crack The Sky - Mylon LeFevre
- All Soldiers - Phillip Bailey
- When You Love - Rich Mullins
- Dreams - Jon Gibson
- That's How He Touched - Kim Boyce

(continued from page 36)

If a cable operator refuses to meet its carriage obligations, a broadcast station may make a written demand for carriage, proving that the station is qualified. The cable operator must respond in 15 days, stating a reason for refusing carriage. If differences cannot be resolved informally, the broadcaster may petition the FCC. The petition should include a copy of the station's demand, the response, and any other information that might be relevant. Pleadings responsive to the petition must be filed within 20 days. Factual allegations must be supported by affidavits. The Commission may order a cable company to carry a signal for 12 months after finding in favor of the petitioning broadcaster.

The Commission has changed its past practice of requiring that VHF channels receive the same channel assignment on cable systems that they utilize in their over-the-air broadcasts. Thus, for example, it is no longer required that broadcast Channel 5 be carried on cable Channel 5. Instead, the cable operator is required only to carry the broadcast signal on the lowest priced, separately available channel service tier.

The A/B Switch

As previously mentioned, the new rules require cable operators to offer for sale "A/B switches" that allow both cable and off-the-air signal reception on a single television set. Without an A/B switch, a television connected to cable cannot receive off-the-air signals that are not carried over the cable system. The intent of

the A/B switch requirement is to ensure that, in cable households, all off-the-air broadcast signals will at least theoretically be available. In the Commission's view, this requirement will make must-carry rules unnecessary by the time they are scheduled to expire on January 15, 1992. The FCC has indicated, however, that it will investigate through rulemaking whether there might be particular situations where must-carry rules would be necessary after that date. This proceeding would conclude prior to the automatic expiration date of these rules.

The Future

The future of the must-carry rules is extremely uncertain. Although the FCC has scheduled them to expire in 1992, the rules are the focus of legal and Congressional action which may alter their current life span. A group of cable operators already has requested the U.S. Court of Appeals for the District of Columbia Circuit to declare the new rules unconstitutional, claiming they continue to infringe on cable operators' First Amendment rights of free speech. Meanwhile, on Capitol Hill, Senators Inouye and Hollings and Congressman Markey have introduced legislation to eliminate the sunset provision of the rules, making must-carry rules permanent.

Given this uncertainty, it is apparent that regulation cannot be relied upon as a guardian of the long-term interests of religious television stations -- even those who may be entitled to carriage for the scheduled life span of the new rules. It is crucial, therefore, that station

operators move with dispatch to demonstrate to local cable operators the benefits of carrying their stations. This sales "pitch" may include several elements such as: 1) an outline of distinctive, locally-oriented programming that is carried by the station and is not otherwise available in the market; 2) information on the size and demographics of the station's audience (where such information is helpful); and 3) letters and other indications of support from viewers which suggest that, whatever the station's audience may lack in size, is more than offset by the *intensity* with which these viewers want to have access to the station and its programs. With cable systems being valued in today's market at as much as \$2,000 per subscriber, enlightened system operators are often receptive to suggestions that will enhance subscriber satisfaction.

While such presentations to cable operators will not always be successful, several religious station owners have been pleasantly surprised by the receptivity of the cable systems in their communities. In several cases, these operators were unfamiliar with the specific program offerings of local stations and were persuaded to continue carriage once it was explained that these stations provided distinctive local programming that was appreciated by a loyal viewing audience.

Richard E. Wiley, a partner in the Washington, D.C. law firm of Wiley, Rein & Fielding, is a former Chairman of the Federal Communications Commission, and is General Counsel for NRB. He was assisted in preparing this article by Willard W. Pardue, Jr., an associate in Mr. Wiley's firm.

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LATE NEWS

BOARD OF DIRECTORS APPROVE EFICOM

On Friday, September 12, NRB's 88-member board of directors met in Chicago to vote on the bylaws and implementation of EFICOM (Ethics and Financial Integrity Commission). About 50 members were present to approve the code. NRB executive director Ben Armstrong said EFICOM will be regarded as the "Good Housekeeping Seal of Approval" in the religious broadcasting industry.

GRAHAM'S CHINA VISIT POSTPONED

Upon direction of his doctors, Billy Graham postponed his first visit to The People's Republic of China after a fall which fractured one rib, reinjured several others and heavily bruised the left side of his chest. The fall occurred shortly after arriving in Tokyo enroute to China. "This is one of the greatest disappointments of my life," Dr. Graham said. "I was especially looking forward to accompanying my wife to see her birthplace, where she spent the first 17 years of her life." Graham indicated he may reschedule the visit for 1988.

ROBERTSON RALLIES 3.3 MILLION SIGNATURES

Pat Robertson's goal of receiving three million signatures was realized on September 15, when he announced that he had 3.3 million names in letters, petitions, postcards and phone pledges. Robertson said he would formally announce his candidacy for the Republican nomination for President October 1.

STOWELL NAMED PRESIDENT OF MOODY

Joseph M. Stowell III, pastor of Highland Park Baptist Church in Southfield, Michigan, was named the seventh president of the Moody Bible Institute of Chicago. He succeeds NRB Board member George Sweeting, who is now chancellor of the institution.

CARIBBEAN CHAPTER HOLDS FIRST CONVENTION

The Caribbean Chapter of NRB holds its first annual convention October 1-2 at the Caribe Hilton Hotel in San Juan. The registration rate for non-members has been lowered to \$75.00. Featured speakers include Thos. Zimmerman, Jose Reyes and Bob Cook.

NRB STAFF MEMBER DIES AT 71

Dr. Kenneth Beachboard, a Lutheran minister and former religious broadcaster, died August 21 from a heart attack while vacationing in Greenville, South Carolina. Beachboard, served as NRB's Washington representative since 1981. He is survived by his wife Mildred of Bowie, Maryland, and three children.

A black and white photograph of a person sitting in a chair in a dimly lit room. The person is silhouetted against a window with patterned curtains. A lamp with a glowing shade sits on a table next to the chair, casting a warm light. The overall mood is quiet and intimate.

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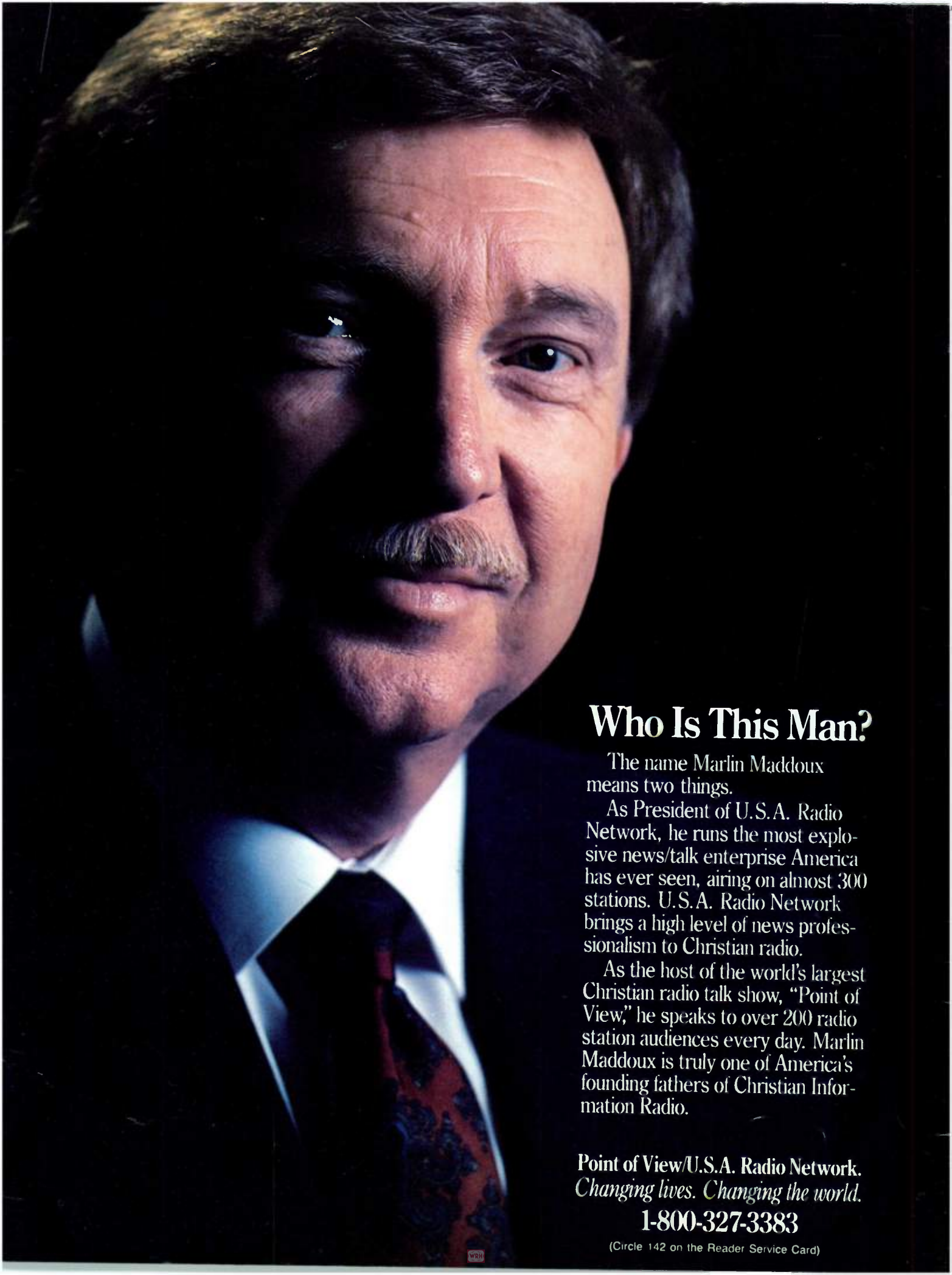
For information about "Light In The Night" and how you can receive overnight programming, hosted live with Brad Walton, call 612-631-5000. Hear it for yourself on the 24-hour audition line by calling 612-631-5060.

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