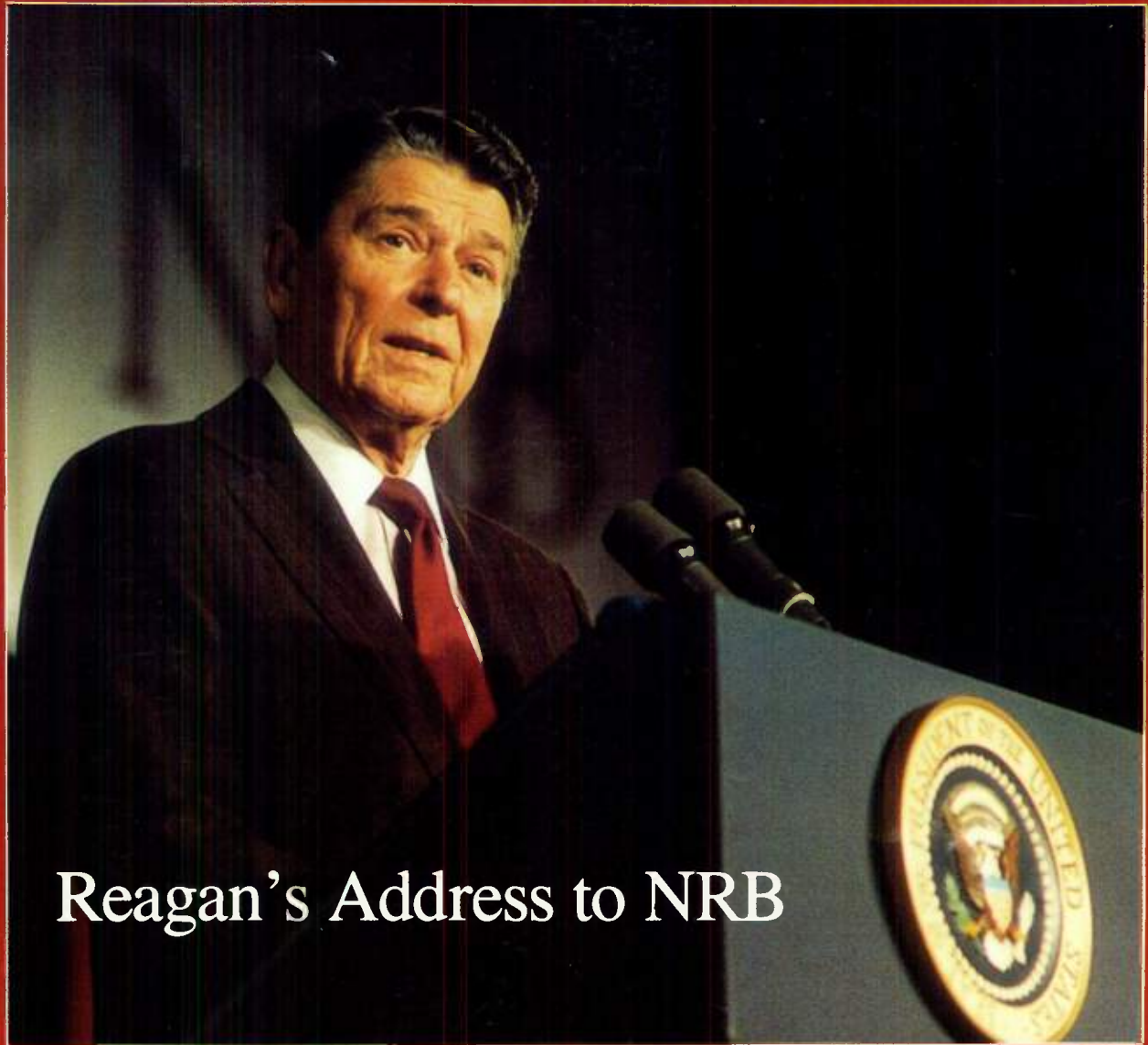


RELIGIOUS BROADCASTING

The Official Publication of National Religious Broadcasters

March 1988



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President
InfoCision Management Corporation
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Dear Mr. Taylor:

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Don Stewart

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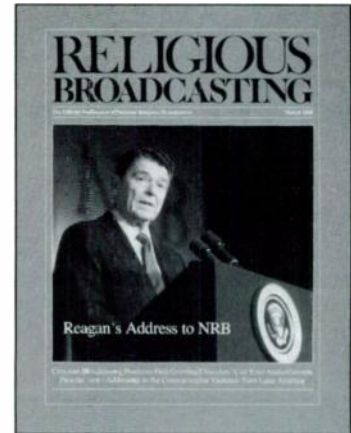
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President Reagan addressing the 45th annual convention of National Religious Broadcasters, February 1, 1988, Sheraton Washington Hotel, Washington, D.C. (See story p. 16) (Photo courtesy of Dave Brown)

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SIGN ON

Leaping Ahead in 1988



It has now been one year since the PTL crisis. Religious broadcasting has received more attention, both positively and negatively, in this past year than ever before. Articles have been written, speeches have been delivered, criticisms have been levelled and suggestions have been offered. But despite all the prognostications broadcasting has marched on. In fact, 1987 was a year of continued growth for religious broadcasting with the addition of 38 television stations, 23 radio stations and 68 new program producers.

We have learned from the mistakes of the past and are now wiser and stronger as a result. Religious broadcasters are now extremely sensitive to the issues of personal integrity and financial accountability. Many have actually strengthened their ministries as a result of the attention given to these areas. The additional standards of NRB's Ethics and Financial Integrity Commission (EFICOM) have brought even greater credibility to religious broadcasters for their efforts at self-regulation.

A review of broadcast ministries during our national convention in Washington, D.C. last month revealed that those ministries which have established impeccable records for personal and financial credibility are actually flourishing as donors have become more selective in their giving. It is now clear that God has blessed those who have faithfully maintained the highest possible standards.

As we move beyond last year's problems, we do so with greater confidence in the future of Christian broadcasting. The time has come to refocus our efforts on proclaiming the good news of salvation to mankind. We have a message which the world desperately needs to hear. Let us all pledge ourselves to faithfully commit our energies and efforts to make Christ known to the world in our lifetime.

Ben Armstrong
Executive Director
National Religious Broadcasters

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NRB FORUM

Religion or Relationship

Dear Editor:

The polls may indeed indicate that "Religion is Alive and Well in America." However, what Ed Hindson failed to address in his article (*Religious Broadcasting*, November 1987, p. 18) is the more crucial question of whether religious zeal in America gives evidence of a maturing, personal relationship with the living God through faith in Jesus Christ, or simply reflects commitment to a routine cultural experience. Jesus Christ came into a religious world and declared that the people were not worshipping God in spirit and in truth.

The polls may refute the idea that religion is on the decline in America, but they do not demonstrate that society is *not* becoming secularized. The problem is that religion and secular thought are merging into a non-biblical world view. True faith in God continues to be evidenced only in a "remnant."

The religious upswing in America may mean an open door for the Gospel, or it may mean a resistance to the Gospel by those who already have "their faith." The "gainsayers and prophets of doom" as Hindson puts it, have yet to be proven in error.

Duane L. Burgess
Tucson broadcaster

EFICOM Enthusiasm

Dear Editor:

I can't tell you how pleased I am with the birth of EFICOM, and as soon as applications are available, we would like to submit one on behalf of *Guidelines*. For a long time I have felt that we needed to police our own industry better and this is a good step

forward. I especially appreciate the fact that consideration is given to smaller organizations (with incomes of less than \$500,000) who have annual reports and/or compilation reports done by outside firms but are spared the full blown expense of an independent audit.

Thank you for doing us this service! Presently we are releasing programming on 515 radio stations and 115 television stations.

Enclosed is our donation for the legal fund that I saw mentioned in a recent publication.

Harold J. Sala
President, Guidelines
Laguna Niguel, California

R. B. Congrats

Dear Editor:

I want to commend you and your staff on the superb job you are doing with the magazine. Its quality continues to be exceptional, matching and often surpassing that of leading national publications of much greater size.

The volume and quality of information in each issue is amazing. I think you're covering every important aspect of religious broadcasting, and doing it remarkably well.

I've also learned that the magazine is now done with desktop publishing. This certainly is in keeping with the technology of the times.

Please accept my appreciation personally and as a member of NRB's Board of Directors.

May the New Year give you great joy as even newer and greater things are accomplished for Christ's glory.

Don Johnson
Afterglow
Memphis, Tennessee

Anti-Porn

Dear Editor:

Great News! AT&T is filing a petition with the FCC to stop billing for dial-a-porn companies. They called on January 6 to say they planned to do this. Their action follows several months of attempts by AFA (American Family Association) to get AT&T to take such action. On December 14, I wrote Chairman James E. Olson letting him know that if AT&T did not discontinue the dial-a-porn by January 15, we were preparing a major campaign to get customers to switch to other long-distance carriers that refused dial-a-porn. Moral persuasion didn't do a lot of good, but economic persuasion did! This action by AT&T should put a crippling blow to the dial-a-porn billion dollar a year business.

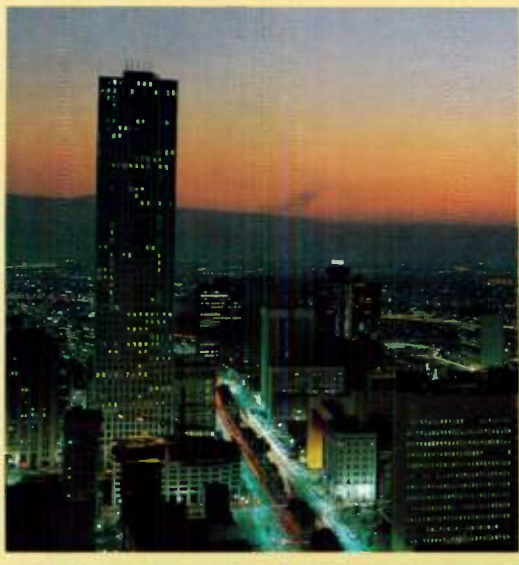
More great news! The FCC Called Tuesday to let us know that they are taking action against TV station KZKC in Kansas City for showing the movie *Private Lessons*. The complaint about the movie was made to the FCC last June by Treva Burke, an AFA supporter in Kansas City who called our office asking what she could do. We gave her instructions which she followed. The FCC did nothing until this week. The FCC recently received thousands and thousands of letters of protest from AFA supporters (the result of a recent mail-out about their lack of enforcement). I think those letters prompted the FCC to act.

How significant is the FCC action? It is the first action *ever* by the FCC against a television station for airing indecency. And it is the first action pertaining to broadcasting indecency in 11 years.

I ask for your continued prayers for me and the AFA.

Donald E. Wildmon
American Family Association
Tupelo, Mississippi

New from MBN!



Your Listeners May Stay Up All Night...



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You can turn in before your nighttime audience turns on your station. How? With Moody Broadcasting Network's new Automatic Transmitter Control And Extended Remote Control service. It's called ACCU*WATCH and it offers all of the quality Christian programming available from MBN.

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MEDIA — NATIONAL — WORLD

Times Reports Gospel Music On An Upswing

NEW YORK, N.Y. (NRB)—The *New York Times* recently featured the growth and popularity of Christian pop music. Entitled *Christian Pop Music Is Gathering Converts*, the story highlighted artists such as Sandi Patti, DeGarmo & Key, Amy Grant and Deniece Williams. Andrew Yarrow penned the article which presents Christian music in a very positive light, allowing the industry to speak for itself as he quoted sources from the three largest gospel record labels, Christian Booksellers Association (CBA) and NRB spokesman Audrey Langdon.

Langdon stated in the story that nearly 1,400 religious radio stations in the U.S. play Christian music. The CBA estimated 6,000 Christian bookstores serve as the major sales outlets for Christian records. Tom Ramsey, Word vice president of sales (record and music division), said that while sales have increased at 10 to 20 percent a year in the 1980s, much of the potential market for Christian music remains untapped.

WAKW Receives \$30,000 Grant

CINCINNATI, Ohio (NRB)—Radio station WAKW announced it has received a \$30,000 grant from the Helen Steiner Rice Foundation of Cincinnati. Station manager Joseph Emert reports that the grant is the largest the foundation has ever given. Emert, who authored the grant proposal, stated that



Helen Steiner Rice

the funds were granted to enable the station to produce a five-minute daily program geared to the elderly. The funds will not be used for operational expense at the non-profit station.

Mrs. Rice, a resident of Cincinnati for many years, was a regular contributor and correspondent to WAKW. The foundation, financed by royalties from Rice's book sales, was established to award grants to "worthy, charitable programs that carry out works of mercy and compassion for the elderly, the needy and the poor."

Religious Groups Defended by Rutherford Institute

MANASSAS, Va. (NRB)—The Rutherford Institute filed a brief recently with the U.S. Supreme Court in an attempt to overturn a U.S. district court ruling that struck down the federal Adolescent Family Life Act, (AFLA). The act permits government funding of religious organizations that promote teenage chastity.

Viewing religious as separable

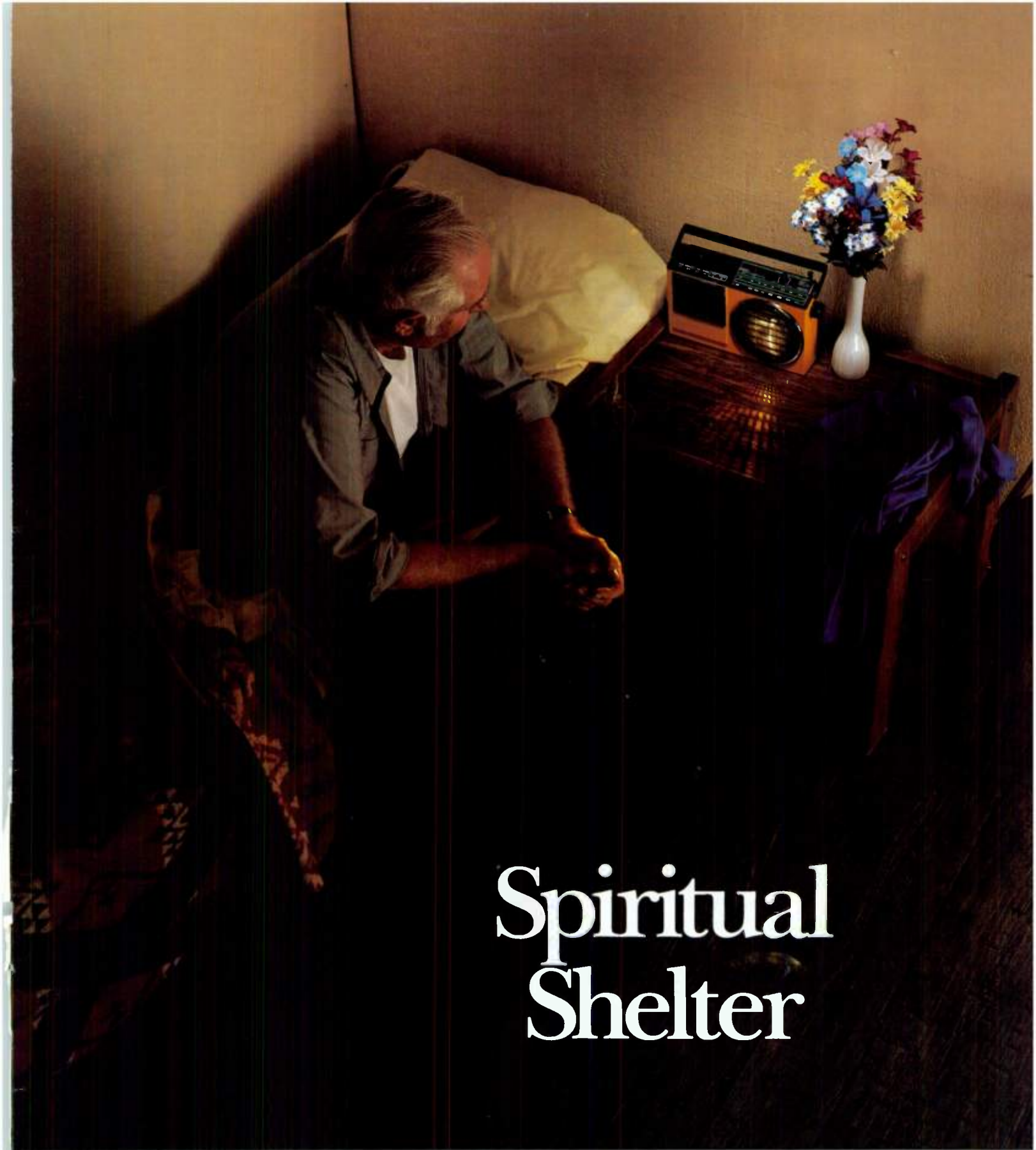
from society's concerns of morality "would have been shocking" to most of the Constitution's framers, Institute attorneys argued.

Congress passed AFLA in 1981 to fund groups and individuals that promote "self discipline and other prudent approaches" to the problem of adolescent premarital sex, and help provide "care services" for pregnant, unmarried minors. In April the district court declared the act unconstitutional, claiming it advances religion and fosters an "excessive entanglement between government and religion."

Christian Film on Pete Maravich To Be Produced

ROANOKE, Va. (National & Int. Religion Report)—According to the National and International Religion Report, the life of "Pistol" Pete Maravich will be the subject of a new Christian film, produced by Darrell Campbell. Campbell, a board member of First Baptist Church, Van Nuys, California, was working with Maravich at the time of his death.

Maravich, a five-time NBA all-star, died in the arms of Christian broadcaster Dr. James Dobson. Maravich, 40, was stricken with a heart attack while playing pickup basketball in the gym of First Nazarene, Pasadena. The day before his untimely death, national radio and TV talk-show host Larry King, who himself is recovering from heart bypass surgery, received a package from the star. Inside was a leather Bible with King's name inscribed on the cover and a letter from Maravich telling King what a difference Christ made in his life.



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MEDIA INTERNATIONAL WORLD

Broadcasting of Religious Programs Increasing in Japan

TOKYO, Japan (NRB)—Japan's National Institute of Multi Media Education is interested in American broadcasting techniques. After the country's broadcast system was deregulated in 1985 the airwaves became accessible to religious groups, and with the number of programs increasing, both religious and secular broadcasters are interested in learning how to produce quality programs.

The newer religious groups which have flourished in the country since World War II (evangelicals among them) are more open to using new technology and broadcast programs. Evangelical groups that utilize broadcasting facilities are interested in American televangelism and have been studying the techniques of CBN, PTL and Trinity Broadcasting.

They plan to target the poorer social classes for outreach and to encourage church attendance.

Japan now receives some American evangelical programs—Jimmy Swaggart, Oral Roberts and the PTL show. Evangelical groups are interested in starting a Japanese branch of NRB as a liaison to the Ministry of Telecommunications which maintains rigid control over programming guidelines.

"World by 2000" Project Helped by ELWA's New Antenna

MONROVIA, Liberia (SIM)—SIM International's Radio Station ELWA here has constructed a 41-meter antenna that will enable the station to add programming directed to 37 million people in nine languages.

Testing of the antenna and the transmitters was done during a 10-day consultation with staff engineer Don Hastings of World Radio Missionary Fellowship's Radio Station HCJB, Quito, Ecuador.

Expansion of ELWA's facilities is part of "The World by 2000 Radio Project," whose aim is to put the gospel within hearing of every person in the world by the year 2000.

ELWA is now broadcasting in 15 major languages that are understood by multiple language groups, and in 27 smaller languages beamed to specific African groups. Research by ELWA broadcast director, Stan Bruning, has identified 26 more groups totaling over 66 million people who are within reach of ELWA but who are not receiving gospel programs.

Major sponsors of the project are the Far East Broadcasting Company, HCJB, Trans World Radio and SIM's Radio ELWA.

Award Winning "Passion Play" to Appear in USSR

MOSCOW, U.S.S.R. (NRB)—The drama version of the award-winning video, *ToyMaker's Dream*, will be performed in Gorky Park in Moscow, and in Leningrad and Kiev in September of this year. The video's dramatic laser light show and outstanding choreography drew the notice of the Soviet media, and Soviet officials approved the team and confirmed the performances after meeting with team president Tom Newman.

ToyMaker's Dream is currently traveling in the U.S. and will be performed at the Washington for Jesus rally in April, Jesus '88 and Orlando '88 in July.

The play is known as a modern day "passion play," which recounts the

life of Christ in an allegorical form. It has been seen by over 600,000 people throughout the world and many decisions for Christ have been made through this drama.

The original soundtrack features vocalists Matthew Ward, Joe English and Farrell & Farrell, among others. *ToyMaker's Dream* was adapted from *ToyMaker and Son* by Collin Harbinson, which has been performed by Youth for Christ missionary teams.

Committee Formed to Handle "Logos II" Donations

PEACHTREE CITY, Georgia (OM)—A committee, the New Logos Ship Fund, has been formed to handle contributions toward the purchase of a "Logos II" from donors in the United States. Members of the committee include broadcaster Adrian Rogers, president of the Southern Baptist Convention; Ted Engstrom, president emeritus of World Vision; leaders Stuart and Jill Briscoe of Elmbrook Church in Wisconsin; Ralph Winter, director of the U.S. Center for World Mission; Melody Green of Last Days Ministries; and Franklin Graham, president of Samaritan's Purse.

The original Logos, a mission ship, was declared a total loss after running aground on rocks and sinking off the coast of Chile on January 4. The Chilean Navy accepted the ship, releasing Operation Mobilization from responsibility.

More than \$700,000 for the Logos and its replacement has been received from donors around the world. Approximately \$300,000 will be available for the purchase of a new ship.

All of the 139 staff and crew members of the Logos survived; some have relocated to the Logos' sister ship, the Doulos.

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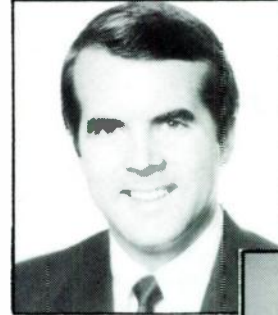
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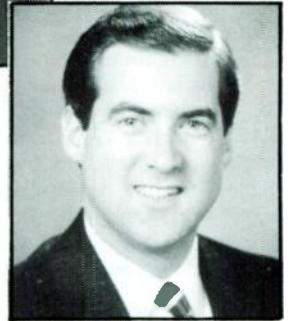
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At **BBC** the Preaching of the Cross is our First Priority.



At **BBC** we believe our Christian programs should be of exemplary **ethical** reputation. Further, we believe our greatest service, as a **Christian** broadcasting company is to feature programs that point men and women to Christ.



At **BBC** we believe a Christian staff should be dedicated to the Lord and consecrated to His purpose; but we also believe it takes people who have the training and possess the talent to be really **good** at what they do. It takes people who regard excellence as an **absolute must** and will not settle for less.



At **BBC** we believe that "show business" is **not** our business and entertainment is **not** our purpose. With this in mind, our programming is centered on the serious study of **God's Word** to help our listeners grow in the Lord and in their knowledge of His Word. Also, our **news and information** features keep our listeners informed about important issues from a **Christian perspective**. People today need real answers to real problems, and **that** is the service to which we are committed.



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NRB NEWS

Integrity and Service Highlighted at NRB '88

WASHINGTON, D.C. (NRB)—The 1988 convention, held January 30-February 3 at the Sheraton Washington Hotel, was a profoundly affirmative answer to those who questioned whether religious broadcasting could withstand last year's hype and confusion. The theme, "Accountable to God and Man—45 Years of Service and Integrity," was echoed in major sessions, speakers' addresses and many workshops. NRB showed that religious broadcasting is solid at the foundation and intends to continue the same way.

The official opening session on January 30 was a dynamic program including a Scripture recital/performance by actor Max McLean, music from Buddy Greene, and the Glenn Draper Singers. Pat Robertson, as opening speaker, challenged Christian broadcasters to help fulfill the mandate of returning the United States to its historical position.

The next morning, a major auxiliary event, the Second Annual Breakfast in Honor of Africa, featured a presentation of awards to Paul Crouch, president of Trinity Broadcasting and Paul Freed, president of Trans World Radio, for their pioneering efforts in bringing the gospel to Africa via the airwaves.

The Morning Worship service on January 31 featured music by the Back to the Bible Quartet and Jim Murray, with the message given by Jack Hayford, pastor of The Church on the Way in Van Nuys, California.

Two other events, the Black broadcasters and Hispanic broadcasters concerts were held during the afternoon on January 31 and were very well attended.

At Keynote Plenary Session, held in the evening, vice president George Bush spoke on the importance of faith and family, Christine Wyrzten sang "Accountable to God," the convention theme song, which she composed, and Robert A. Cook expounded on the theme of accountability and encouraged broadcasters not to be disillusioned by events from last year, but to keep on valiantly.

(continued on page 14)

1988 Officers Elected

WASHINGTON, D.C. (NRB)—New Executive Committee members were elected during the Annual Business meeting of NRB held at the 45th Annual Convention. The Executive Committee members were installed at the Anniversary Banquet on February 3.



*Jerry Rose
President*



*David Clark
First Vice
President*



*Robert Ball
Second Vice
President*



*Kay Arthur
Secretary*



*Robert Straton
Treasurer*



Al Sanders



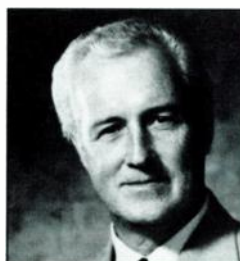
Robert A. Cook



Richard Bott, Sr.



*E. Brandt
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George Sweeting

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(continued from page 12)

The Presidential Plenary session on February 1 featured a stirring speech from President Ronald Reagan, and the presentation of the Foster Grandparents Award to Nancy Reagan. Performers included Johnny Hall, Debbie McClendon and Phil Driscoll.

The evening Awards Plenary Session featured Glad, Clay Evans, Felicia Coleman Evans and speaker E.V. Hill. Al Sanders, awards program coordinator, and Ambassador Advertising set a new precedent in creativity for introductions with one-minute video clips for the award-winning organizations.

The Congressional Breakfast February 2 featured vocalist George Beverly Shea and Billy Graham, who spoke on vision, integrity and God's presence, (V.I.P.) the three components necessary not only for successful ministry but for Christian individuals. Fred Dienert and George Wilson, two long-time media associates of Billy Graham, received Outstanding Achievement awards.

The speaker at the FCC Luncheon on Tuesday afternoon was D. James Kennedy, who delivered a two-fold message. He reminded religious broadcasters to not buckle under to pressure from the secular media to "look at the crack in the ceiling and forget about the house. . . though there have been considerable efforts to cast doubts on the integrity of religious broadcasters."

The Honorable Dennis Patrick, chairman of the FCC, gave an update on most recent proceedings within the FCC and Jack Kemp spoke briefly.

At the International Banquet, Steve Green and Rose Wun performed and speaker was Paul Yonggi Cho, pastor of the Yoido Full Gospel Church in Seoul, Korea, the largest church in the world.

The convention concert later that evening featured a display of talent including Johnny Hall, Greg Buchanan, Kathie Sullivan, Eternity, The Lads and Rosie.

The Anniversary Banquet program included the installation of the new executive committee of NRB by Bill Bright, the Hall of Fame Award presentation to Charles Stanley and a Celebration of Praise by Insight for Living with music by Howard Stevenson and an orchestra and choir, Nielson and Young, a piano duo and vocalist Fred Frank. The message, "No Substitute for Integrity," was given by Chuck Swindoll, speaker on *Insight for Living* and pastor of the First Evangelical Free Church, Fullerton, California. The benediction was given by new NRB president Jerry Rose.

During the Convention, Directory sales reached 400. This marks the end of

the special price offer; the full price for the Directory is 49.95 for non-members and \$34.95 for members.

Tapes of workshops and videos of program sessions may be ordered from Chesapeake Audio/Video Communications. Order forms may be obtained from NRB by calling (201) 428-5400.

Total membership of NRB now numbers 1,350 with the addition of 56 new members during the convention.

New Executive Officers Elected at Convention

WASHINGTON, D.C. (NRB)—On Wednesday, February 3, Jerry Rose, president of WCFC-TV, Channel 38 in Chicago was elected as the new president of the NRB, succeeding Dr. Robert A. Cook, speaker on *The King's Hour*, and chancellor of The King's College in Briarcliff Manor, N.Y. Rose has served on the NRB Executive Committee previously as second vice president, treasurer and, most recently, first vice president. He will retain his position as president of WCFC during his appointment as president of NRB.

Other officers elected to the Executive Committee were as follows: first vice president—David Clark, trustee of PTL; second vice president—Robert Ball, Salem Communications Corporation; secretary—Kay Arthur, Precept Ministries; Treasurer—Robert Straton, Walter F. Bennett Co. Members-at-large are Al Sanders, president of Ambassador Advertising; Robert A. Cook, immediate past president of NRB; Richard Bott Sr., chairman of the publications committee; E. Brandt Gustavson, executive vice-president of Trans World Radio; and George Sweeting, chancellor and past president of Moody Bible Institute.

Board and Membership Vote on EFICOM

WASHINGTON, D.C. (NRB)—EFICOM passed the membership during a meeting on February 3 almost unanimously, with the general attitude that the committee is a "true mandate" for NRB. The vote was 323 "favorable," six "unfavorable," and one "disqualified."

The following have been appointed as commissioners of EFICOM: Marvin Beckman, Moody Bible Institute; David Clark, PTL; Sam Hart, Grand Old Gospel

Fellowship; Howard Jones, Hour of Freedom; John Mendler, Lambrides, Mendler & Samson; Sam Moore, Thomas Nelson Publishers; Jose Reyes, chairman of HNRB, speaker on *La Voz de Salvacion*; Carl Richardson, Carl Richardson Ministries; and

Thomas F. Zimmerman, chairman of the Lausanne Committee USA.

The first meeting of the commission was held January 31 at the Sheraton Washington Hotel. Dr. Zimmerman was elected chairman.



Dr. James Owens

Former IRB Chairman Hired for Olympics

WILMORE, Kentucky (NRB)—Former chairman of the Intercollegiate Religious Broadcasters (IRB) James Owens was hired as assistant to the producer for ABC Sports for coverage of the 1988 Winter Olympics in Calgary, Alberta, Canada. Owens is a media specialist and associate professor of communications at Asbury College. He was chairman of IRB from 1985 until this year.

Owens was one of only 22 Americans who were hired for the production team from over 2,000 applicants, and received the highest position given to a freelance.

Ten undergraduate students and a broadcast communications graduate from Asbury accompanied him and worked on television, radio and journalism projects for course credit. Owens has been part of other ABC Sports productions such as Monday Night Football and the Indianapolis 500.



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Reagan On the Role of Religious Broadcasters



by Ed Hindson

President Ronald Reagan reiterated his support for religious broadcasting, school prayer and the pro-life movement as he addressed an enthusiastic standing room only crowd at the NRB convention on Monday, February 1, 1988. He was making his final appearance as president before the people who helped elect him to office in 1980 and 1984.

The First Lady, Mrs. Nancy Reagan, attended the convention with her husband and received the

Foster Grandparents Award from NRB for her outstanding efforts in assisting that program which brings together senior citizens and needy children. Mrs. Ruth Armstrong, wife of the executive director and Coreen Cook, wife of NRB president, made the presentation on behalf of NRB and noted that Mrs. Reagan's efforts have been "an example of love to us all."

President Reagan had to wait nearly ten minutes for the stirring ovation from the crowd to

(continued on page 18)

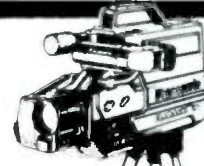
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(continued from page 16)

subside before he could begin his speech. The broadcasters made it clear that they deeply appreciated his support during these past eight years and he made it clear that he appreciated them.

Religious Broadcasting

"It was in 1921," President Reagan stated, "that the healing words of the Gospel flew like angels over America's airwaves. Since then," he continued, "religious broadcasting has been a pillar of radio and television in our nation. This programming has helped God's message of salvation enter into millions of lives, not just in the United States, but in virtually every country of the globe."

The president praised the efforts of NRB toward self-regulation. He noted that the critics of religious broadcasting are generally his critics as well. "They have delighted in taking the actions of an isolated few," he observed, "and portrayed all broadcast preachers in that light." Then he triumphantly announced, "It won't work!"

The president observed that the Board of NRB had already been moving to develop stronger standards and procedures long before last year's crisis erupted. Reagan urged sincere broadcasters to continue their good work to the betterment of America.

Religious Freedom

Next, the President turned his remarks to the issues of religious freedom and voluntary prayer. "How ironic," he remarked, "that even as America returns to its spiritual roots, our courts lag behind. They talk of our constitutional guarantee of religious liberty as if it meant freedom from religion," he continued. He went on to note that while the Constitution does say that "Congress shall make no law respecting an establishment of religion," it also adds, "or prohibiting the free exercise thereof."

The President related the religious freedom guaranteed by the First Amendment to the right to pray in the public schools. "The First Amendment protects the right of Americans to freely exercise their religious beliefs in an atmosphere of toleration and accommodation. As I have noted in the past, certain court decisions have, in my view, wrongly interpreted the First Amendment so as to restrict rather than protect individual rights of conscience."

"What greater legacy could we leave our children than a new birth of religious freedom in this one nation under God?" the President then asked. He went on to affirm this belief that God would somehow "show us how to return to America's school children the right that every member of Congress has: to begin each day with a simple, voluntary prayer."

Right to Life

As always, Reagan openly and clearly expressed this support for the pro-life movement. "At the heart of our Judeo-Christian ethic is a reverence for life," he said. From the Ten Commandments to the Sermon on the Mount, the mission of faith is to cherish and magnify life—and through it, God's holy name."

"Yet, since the Supreme Court's decision in *Roe v. Wade*, there have been 20 million abortions in America," Reagan lamented. He went on to explain that, "as the Bloomington baby case showed, this callousness for life can spill over into other areas, leading to decisions on who is good enough to live, and who is not. All we know about the human spirit contradicts this mechanistic, materialistic view of man."

The President urged NRB to assist his efforts to deny "Title X family planning money for the support of abortion counseling, abortion promotion and abortion services." The packed audience responded with a thunderous ovation. "Well, that's what I thought you'd say," the President responded.

Missionary Efforts

In his closing remarks President Reagan praised the efforts of evangelical missionaries in Central America, who are preaching the Gospel at risk of their own lives. He singled out the efforts of Campus Crusade in particular and introduced a young national who had his ears cut off and his throat slit by Nicaraguan Sandinistas.

"This was one of the most powerful speeches the President has ever given," remarked NRB Executive Committee member, Dick Bott. "A clear defense of evangelical Christianity by a top political leader," commented Dr. Ben Armstrong. "President Reagan's speech was the highlight of what had to be our greatest convention ever," said newly-elected NRB president Jerry Rose.

Ed Hindson is a contributing editor to *Religious Broadcasting Magazine*.



"Religious broadcasting has been a pillar of radio and television in our nation. This programming has helped God's message of salvation enter into millions of lives, not just in the United States, but in virtually every country of the globe."

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Christian Broadcasting Produces Fast- Growing Churches

by Ben Armstrong

Religious broadcasting provides the local church with the opportunity to expose its message and ministry to the entire community. As it does, it often results in phenomenal growth for the local congregation. A recent article in *Ministries Today* (Dec. 1987) included a chart of the fastest growing churches in each of the 50 states. Of the eight churches experiencing the greatest numerical increases last year, six use radio or television broadcasting on a regular basis.

Second Baptist, Houston, TX

"There is no doubt that our broadcast ministry has attracted hundreds of people to our church," said Ed Young, pastor of Second Baptist Church in Houston, Texas, America's fastest growing church with an increase of 2,842 over the previous year's average. "In one year, we increased

from 4,146 to 6,988 in weekly attendance," Young reports. Second Baptist sponsors a weekly telecast, *The Fellowship of Excitement*, seen in the greater Houston area, as well as being carried nationally on the ACTS network, sponsored by the Southern Baptist Convention.

North Phoenix Baptist, Phoenix, AZ

The largest of the fastest growing churches is North Phoenix Baptist, pastored by Richard Jackson. North Phoenix grew from an average attendance of 7,000 in 1985 to an average of 9,000 in 1986, making it one of the largest churches in America. The church's weekly worship service is aired on 18 local channels and the ACTS Network. "Our major commitment is that of reaching our local

area," Jackson emphasizes, "and our telecasts have certainly helped us do that."

Family Worship Center, Baton Rouge, LA

The most well-known of the pastors of the fastest growing churches is Jimmy Swaggart, who co-pastors the Family Worship Center in Baton Rouge, Louisiana, with J. Rentz and Glenn Miller. Their broadcast ministries include Swaggart's daily *Study in the Word* radio broadcast and Miller's *Call to Prayer & Praise* radio broadcast. Satellite television broadcasts are made of the church services and camp meetings. In addition, Swaggart's own ministries include an international broadcasting network for his daily and weekly broadcasts, several television stations and cable outlets, plus a world missions outreach serviced by satellite as well.

**"Our major
commitment
is that of
reaching our
local area
...and our
telecasts have
certainly
helped us do
that."**

Orlando Christian Center, Orlando, FL

"Our weekly telecast has been a major factor in our church's rapid growth," acknowledges Pastor Benny Hinn. The weekly broadcast of the *Sunday Worship Service* is shown in the Orlando area, as well as being carried on the Trinity Broadcasting Net-

(continued on page 22)



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(continued from page 20)

work. The church also has an extensive audio and video cassette ministry which reaches thousands of additional people every month.

Calvary Temple, Ft. Wayne, IN

"The explosive growth of Calvary Temple has been a work of God through the use of our broadcasting ministries," explains Pastor Paul Paino. The church's morning service, *Calvary Temple Worship Hour*, is broadcast on the NBC affiliate in Ft. Wayne and is tape-delayed to Indianapolis and South Bend as well. The Sunday evening service is also broadcast weekly on local radio. "We are also planning to launch our own television station as soon as possible," adds Jerry Clark, the sales manager for the new station."

Faith Tabernacle Assembly, Oklahoma City, OK

Oklahoma's fastest growing

church in 1986 was Faith Tabernacle Assembly in Oklahoma City. Pastored by Coy Barker, the church broadcasts daily on radio and weekly on television. The telecasts are also carried on stations in South Carolina and Alabama as well. Using the theme, *Pressing On*, Pastor Barker emphasized the importance of speaking to individual needs while sharing the gospel. "People are hurting," he explains, "and they are looking for help."

Making the Difference

While not all of the fastest growing churches use radio or television broadcasting at this stage, the vast majority do. In fact, 36 of the 60 fastest growing churches are involved in radio or television broadcasting at the present time and many more plan to get started soon.

"There is no doubt that our radio broadcasts have attracted countless people to our church over the years," said Ike Reighard, whose New Hope Baptist Church in suburban Atlanta

grew by nearly 800 last year alone. "Television has been the key for us," adds Richard Lee of Rehoboth Baptist, another of Atlanta's exploding churches. "We are now making plans for a 5,000 seat auditorium just to hold all the people that are being exposed to our church through our *There's Hope* broadcast.

Both of these churches are primary examples of solid local churches which have vaulted into super churches because of the use of religious broadcasting. The future of Christian broadcasting will get brighter—not dimmer. In a word, I'm upbeat about it.



Ben Armstrong is executive director of NRB.

America's Fastest Growing Churches

TV	Radio	Church	Affiliation	Location	Pastor	1985	1986	Gain
*	*	Second Baptist Church	SBC	Houston	Ed Young	4146	6988	2842
*		North Phoenix Baptist Church	SBC	Phoenix	Richard Jackson	7000	9000	2000
		Vineyard Christian Fellowship	IND	Anaheim	John Wimber	3100	5100	2000
		Willow Creek Community Church	IND	S.Barrington, IL.	Bill Hybles	5000	7000	2000
*	*	Family Worship Center	AG	Baton Rouge, LA	J. Swaggart & J. Rentz	2675	4382	1707
*		Orlando Christian Center	IND	Orlando, FL	Benny Hinn	2800	4500	1700
*	*	Calvary Temple	IND	Ft. Wayne, IN	Paul Paino	3700	5000	1300
*	*	Faith Tabernacle Assembly	AG	Okla. City	Coy Barker	1800	3000	1200

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Exclusivity: Right or Might?

by Larry Burkett

Exclusivity, in the context of radio programming, means guaranteeing a station or broadcast outlet the exclusive right to distribute a program within its market. Exclusive arrangements are not unusual and, in fact, are quite common in secular business. A manufacturer will often grant a sales company the exclusive right to distribute its product in a given area, provided they can meet certain sales quotas. Conversely, the sales company agrees not to sell competing lines. Laws exist in most states to limit exclusive arrangements where they work to the detriment of the general public.

Common Sense Business

Prior to getting involved with Christian radio, the issue of exclusivity within Christianity really never came up. Generally speaking, the producers of Christian products such as books, tapes, games, etc., utilize every available outlet to reach their clientele and rarely grant exclusive agreements. For the most part, there is generally a cooperative spirit among Christian marketers who view their businesses as ministries.

However, the point should be made that the limited Christian market can become so saturated with distributors (especially bookstores) that it becomes difficult for most to survive financially. But as in any other industry, the best managed outlets do succeed and carve out their "niche" in the market. Usually, each successful outlet develops a unique format that appeals to a particular group of Christians, i.e., fundamentalists, charismatics, Catholics, etc.

Might Makes Right?

In Christian broadcasting, exclusivity is usually promoted and supported by the largest stations. Because of the limited outlets for Christian

programming, a dominant station is able to "insist" on an exclusive right to programs by virtue of its market share. This exclusivity usually exempts not only stations with similar formats but all other stations. Certainly, the broadcaster is able to enhance his position with sponsors or supporters but many Christians are deprived of valuable teaching. In the secular world, this is known as "pulling the ladder of success up after you."

Biblical Principle

As Christians, we are called to be unique in the way that we live and do business. Where the world's system says "me first," God's message is "others first." "Do nothing from selfishness or empty conceit, but with humility of mind let each of you regard one another as more important than himself" (Philippians 2:3). To follow God's principles does not mean that a Christian businessman must destroy his business to help another's to succeed. But I do believe it means that we consider others' needs as just as sacred as ours, and that God is ultimately our resource, not "market share."

In the biblical context, it means that God's blessing on a business is far more valuable than any arrangement to exclude potential competitors. "The generous man will be prosperous and he who waters will himself be watered" (Proverbs 11:25).

We are entering an era where the electronic media will be capable of reaching the entire world with the message of Christ. It is my belief that radio will play a vital role, both for producers and broadcasters. It would be a shame for some of Christianity's best broadcasters to be bypassed by God because they were impeding the spread of the Gospel to protect their market share.

In the final chapter of God's work here on earth, we must all stand before the Lord and give an account for our every action. It's a sobering thought that a lifetime of work may be treated as wood, hay and stubble because "self" interests took precedent over God's interest. As the Proverb says, "There is one who scatters, yet increases all the more, and there is one who withholds what is justly due, but it results only in want" (Proverbs 11:24).

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We're all part of a body dedicated to the service of a common Lord, Jesus Christ. We must always arrange our actions to serve His best interests, not ours. As we do so, He promises to provide for our needs and beyond. "Do not merely look out for your own personal interests, but also for the interests of others. Have this attitude in yourselves which was also in Christ Jesus" (Philippians 2:4-5).

In the competitive arena of business, it's easy to lose sight of our purpose—to glorify God. Often this requires laying aside our rights to help others. Working together, we're able to accomplish what would otherwise be impossible individually.

Larry Burkett is the founder and director of Christian Financial Concepts in Dahlonega, Georgia.

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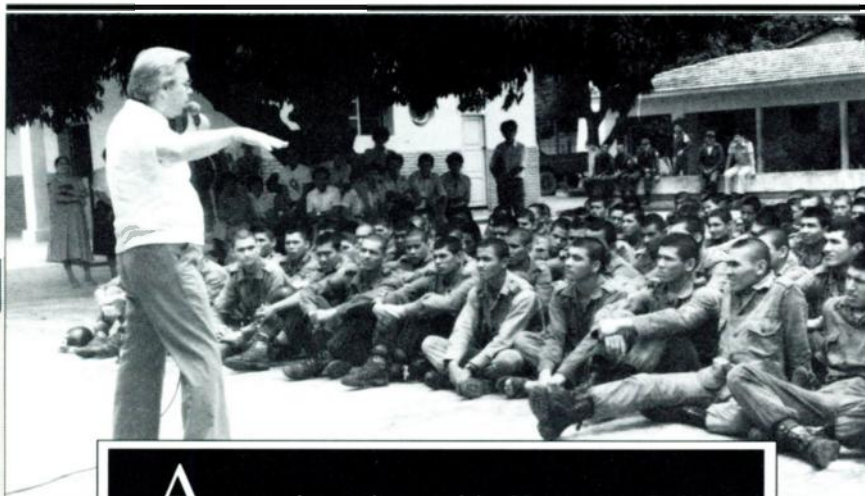
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by Dan Wooding

A Message to the Conscience for Violence-Torn Latin America



A rare interview with Hermano Pablo (Paul Finkenbinder) who, despite threats from death squads, recently completed more than 32 years of radio ministry to the Spanish-speaking world. An HNRB founding member, Hermano Pablo has received two top awards. In 1983 he received the "Program of the Year" award from HNRB and the 1986 "Distinguished Service Award" from NRB for broadcasting the Gospel to Latin America. Hermano Pablo continues his crusade today into an explosive region in which injustice, violence and persecution hold the people in an iron grip.

Hermano Pablo is often invited to speak at places others are not allowed to visit. He is pictured here addressing soldiers at a military camp in Bolivia.

The clandestine Bible students gathered at a secret rendezvous in Havana for my interview. They were meeting illegally and knew the dangers of what they were doing. Rather than major on that, they wanted to tell of the needs of the much-persecuted Cuban church.

After listening, I asked which Latin Christian they would most like to emulate. "Hermano Pablo," the majority said with deep felt conviction. "Definitely, Hermano Pablo."

They were talking about a man who is the volatile region's most well-known broadcaster. To the Anglo world, Hermano Pablo is almost completely unknown, yet his daily *Un Mensaje a la Conciencia* (A Message to the Conscience) radio program is heard over 1,000 times daily, Monday through Saturdays, on some 676 Latin American radio stations. In addition, a television version airs on 182 Latin television stations and repeaters daily. Sixty-eight newspapers also carry the message as a daily column.

Mexican-born Hector Tamez, who is now Latin America director for Open Doors with Brother Andrew and President of the Hispanic Committee of the National Association of Evangelicals, worked for Hermano Pablo for several years.

"Hermano Pablo is one of the most sincere, respected and loved preachers in Latin America," said Tamez. "His tender heart gives him a unique understanding and love for the broken hearted of our tortured continent."

Tamez himself is now on nearly 700 Latin radio stations daily with his own "micro program," called *Al Punto* (To the Point) and is the author of the book, *Prophets of Revolution*.

"I consider myself one of the most faithful disciples of Hermano Pablo," he said at his office in Fountain Valley, California. "He has given me a tremendous example to follow."

What, in a nutshell, is the message of his program? I asked Hermano Pablo—his real name is Paul Finkensbinder—at his Costa Mesa, California, headquarters. "In each one I lift high the message, the standard, the great love of God for our hurting Latin World," he said.

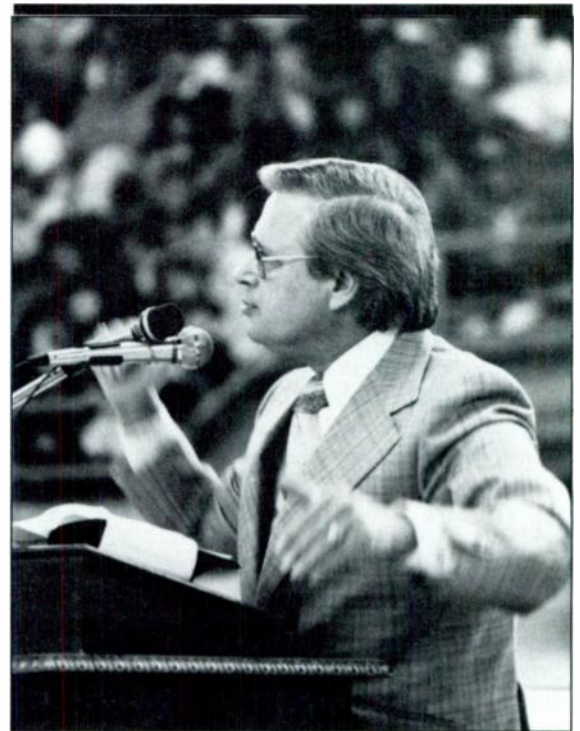
"I would also love the opportunity to present the claims of Jesus Christ to two revolutionary leaders—Fidel Castro and Daniel Ortega," he said. "They are thinking men that need to be confronted with a logical approach to the Gospel of Christ. I have such an absolute certainty of what I believe that I know I would be able to convey the depth of my convictions."

Of German stock, his parents were missionaries to Puerto Rico, where he was born. The Spanish influence of his childhood, and the bilin-

Beginnings

Pablo laughs when he recalls the name of his first broadcast. "It was *The Evangelical Voice of the Assemblies of God*," he said. "In a Catholic region, that really wasn't acceptable, and didn't attract the audience I wanted. We changed it to *The Church of the Air*, but that fared little better." Finally Raul, the program director of YSU, suggested a micro-program of three or four minutes and also the title, *Un Mensaje a la Conciencia*.

Hermano Pablo preaching during a major crusade in strife-torn Colombia.



gual abilities he retained helped prepare him for a lifetime of service to the Latin American continent.

His own missionary career began in 1943 in El Salvador, the only country in the world named after the Savior. That was 22 months after marrying his American-born wife, Linda. His extensive radio ministry began in 1955 on YSU, the main station at that time in the country's capital city of San Salvador.

Raul used a musical introduction composed by Paul Mickelson and voiced the introduction still heard today. In it he says, "A message to the conscience, a moment of reflection in your daily life, in the voice of Hermano Pablo." That was back in 1962.

Pablo says it is ironic that this man played such a role in the birthing of the program. "Today Raul is a highly visible terrorist in El Salvador who lives out in the jungle and runs the ter-

(continued on page 45)

Can Your Audio Console Pass the Test?

by Rick Shaw

It's one of those all-nighters. A polished key turns in the lock on the audio control room door. We enter. There sitting beneath dimmed track lighting is old faithful, the console that has become well-worn with thousands of fader moves over the past few years.

It's not a crime to become attached to a piece of equipment that has weathered a few thousand news programs, countless voice-overs and who knows how many other productions. Knowing where the controls are, even in the dark, inspires confidence. Replacing this console seems silly, especially when you know the right spot to bump when Channel 15 goes dead. Old faithful is doing an okay job. Or is it?

Take the Test

To help you decide whether to replace your audio console, *Religious Broadcasting* presents a quick quiz designed to reveal if your current console meets your needs. After evaluating the strengths and weaknesses of your console, you might decide you really need something quite different from what you originally thought.

Take the following self-check quiz. Then check your score against the answer key and read on for a discussion of each question.

1. Is the console stereo?

At this point, stereo is on everyone's mind, and having a console that doesn't have stereo capabilities means it already is obsolete. Few, if any, serious production consoles are made with only mono output busses. Today, when audio is being scrutinized like never before, stereo will sooner or later be a part of your normal agenda.

2. Have you documented distortion measurements of each input module on the console, and are the measurements within good audio quality limits?

Using a distortion analyzer is one of the best ways to see just what the console is doing to your signal. Periodic measurements should be made to see if the console is performing within specifications.

In the case of an older console, is it able to deliver the sound quality you expect? Each input module should be checked and the data saved for future reference and comparison. Sometimes, interfacing a new piece of equipment to the console can create new noise and distortion problems.

3. Is the console putting out an acceptable low-noise level?

One of the most noticeable differences between older and newer consoles is the increased level of noise from which older technology usually suffers. This usually can be measured on your distortion analyzer, too, since noise is a form of distortion. Try to isolate on which frequency band the noise is most prevalent. If the noise is mostly hum, you might find problems in the grounding of the system. Improper grounding can add several decibels of noise to your signal. You might not need a new console after all.

4. Do all the features on the console still work properly?

This can easily be checked. If you're pretty familiar with the console, you probably already know if there is an equalizer, mike preamp, or solo buss out of order. Depending on how old your console is, this might not be much of a problem--unless there are quite a number of these or

chronic problems.

5. Are the controls quiet during use (i.e., do faders cause static or switches create a transient)?

Usually, this symptom can be attributed to one or more of three basic problems: The console is old, and the controls are simply wearing out; proper maintenance has not been observed, or a clean environment has not been provided for the console; or the console might be a semipro model and was not built with expensive, high-quality switches, potentiometers and faders. Therefore, it hasn't been able to hold up under the rigors of professional use.

6. Has the console been well maintained?

Proper maintenance is very important, especially if a console is used for live telecasts. Most audio consoles are very reliable, but they will all need some kind of attention sooner or later. If the console has not had proper care, problems sometimes surface later--inevitably at a critical time.

7. Is the whole house properly interfaced to the audio console?

It is necessary to determine the interfacing factor before all the blame for bad audio is leveled at the console. If your equipment impedances, levels, and grounding are correct going into the console, it can make a tremendous difference at the final output stage.

8. Can the console provide clean foldback to the studio for talent on the set?

This is an important feature. It is vital to the talent to hear the program material they need in order to perform well. Sometimes, all that is needed is the intro music or a little reinforcement of a microphone, but in any case the console involved in production applications should be able to create a separate mix to drive a foldback system. In addition, other auxiliary sends should be available for driving effects, such as reverberation units and digital delay for post-production.

9. Is the monitor section adequate for your needs?

A good monitor select section is important, especially during a live program. The console should be able to monitor not only the main outputs but also should have provisions for listening to the individual groups, aux sends, as well as a few positions for tape machine playbacks. Soloing is another aspect of proper control room

monitoring.

10. Is good equalization available on each input (except stereo modules)?

Many older consoles are not equipped with equalization, or they have limited equalization. It is important to have a good equalizer on each input. It is not as important on stereo modules since they are usually intended for line-level playbacks from stereo tape decks. In addition, specifying stereo input modules with dual-tracking equalizers usually is expensive. Where good equalization can help the most is when a microphone needs some equalization adjustments to make it sound the way it should. Filters also are useful but should not replace the equalization section.

11. Does the console have a good solo system?

As mentioned earlier, it is important for the console to have some form of cue or solo system. When stereo mixing techniques are taken into consideration, they can sometimes dictate the need not only for PFL (prefade listen) type of soloing but also AFL (after fader listen) *positional* soloing, sometimes called *solo in place*. Solo in place is very helpful during live stereo recordings of music, multitrack mix-downs, or special audio sweetening assignments. This feature might not be imperative for your everyday needs but may come in handy in the future. In any case, for a console used mainly for broadcast, stereo AFL is nice but PFL is mandatory.

12. Does the console have phantom power?

This also is a mandatory feature if you intend to use condenser mikes without battery power or an external supply of some kind. Certain direct boxes require phantoming.

13. Does the console have modular or semimodular construction?

The benefit of a modular console is ease of maintenance and quick replacement of components.

14. Does the console have an external power supply?

An external supply can be effective by removing a potential source of hum and noise away from the signal processing areas of the console. Usually, only the smaller consoles incorporate built-in power supplies. Bigger consoles require more power, and their power supply transformers develop

larger radiation patterns.

15. Does the console have accurate metering?

A feature that has become more popular in recent years is the incorporation of meters that can read peaks. LED bargraph meters or plasma metering systems might be switchable to read between peaks and averaging. The logic might allow a change in the meter's ballistics. If the meters are moving coil, they should be able to indicate peaks through the incorporation of a single peak LED per meter; anything less and you cannot really see what is going out on the line.

16. Does the console have a built-in tone oscillator?

This is most important when setting levels to any type of recording device. Some consoles also use the tone oscillator to put a low-frequency cue tone on the tape during operation of the slate mike.

17. Does the console have a talk-back system?

A talk-back system should be on your console for a number of reasons. It is useful for talking to the talent on the set when a microphone needs an adjustment, or when they are needed for other reasons.

It can save valuable production time by not having to run out into the studio when an assistant is already available to help. It is also the professional way to slate the videotape at the beginning of a production, as the video slate from the graphics generator appears.

18. Does the console still sound good?

Probably the most important criterion of all is letting your ears be the judge. Regardless of what specs the manufacturer quotes, the ultimate test is in actually listening to the output. This is one reason why money is sometimes spent on certain vintage consoles to restore them to their original condition. Very few consoles, however, are truly worthy of this investment.

Well, how'd you do? Rather, how did your *console* do? Excuse me while I give Channel 15 another bump.

(Reprinted with permission from *Television Broadcast* magazine, May, 1987.)

Rick Shaw, audio production consultant, is the owner of Music and fx in Marietta, Georgia.

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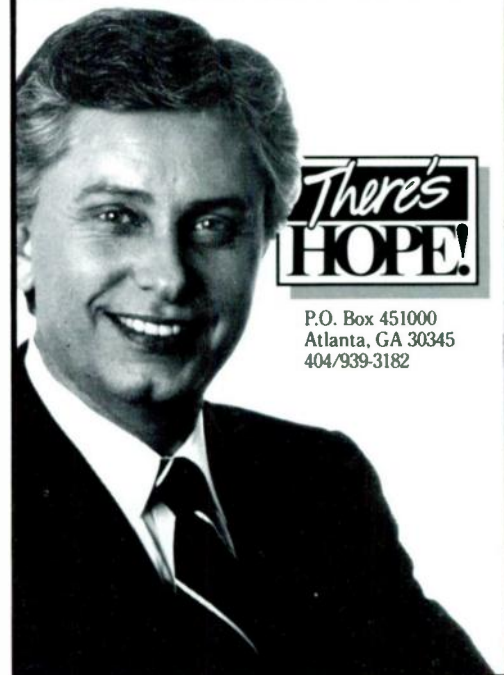
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The 88 Election:

The Watershed of History

by Tim LaHaye

The last time Dr. Francis Schaeffer spoke to the National Religious Broadcasters Convention, shortly before he went to be with the Lord, he said, "We have reached the watershed of American history." By that he meant we have reached a point in time in the battle between the radical liberals who would totally secularize our culture and those who hold to the Judeo-Christian values upon which our nation was founded, wherein the future could go either way!

The reason I say we are at that "watershed" is that the outcome of the 1988 presidential election may well determine the course our culture will take into the 21st century. If we elect one of the liberal candidates (six in the running and at least one in the wings), his administration and appointment of judges will likely have a marked secularizing effect on our nation."

If we elect one of the six conservative candidates, the secularizing process can hopefully be slowed over its current trends.

Most would agree that this country has been deteriorating rapidly over the past 40 years. The escalating crime rate, 20 million abortion-murders, our 10 billion dollar-a-year porno trade and the near total secularization of our public schools are graphic evidence of that fact.

Liberals would have us believe that this is "progress." However, it is the result of changes to our legal system and laws by liberal judges, legislators and government bureaucrats, most of whom were appointed by liberal presidents or legislators.

Band Aid President

Most observers believe the "Reagan Revolution" is over. Many conservatives, particularly Christians, are disappointed with his accomplishments during his two terms in office. They point to the fact that we have no human life amendment, we still do not have even voluntary prayer in school, TV is far more immoral and explicit than it was in 1980, attacks on religious freedom continue and the list goes on. This disillusionment could keep many Christians from participating in the 88 elections altogether—and that would be a tragedy.

What they fail to realize is that as bad as things are, they would have been far worse under four more years of Jimmy Carter followed by four years of Walter Mondale. Liberals in the Senate and Congress have far outnumbered conservatives during President Reagan's entire eight years in office. He has not been able to get the kind of legislation that would return some semblance of moral sanity to our

society, but he has left a legacy this country will draw on for years to come—his judicial appointments.

In my view, the most important thing any president does for this country is to appoint cabinet and administrative officers (about 7,000 people) to run his administration, and appoint federal judges. It is estimated that President Reagan will have appointed one-half of our 743 federal judges by the time he leaves office.

The importance of these appointments has not been lost on liberal Senators Biden and Kennedy, the Chairman and Vice Chairman of the Judiciary Committee. That is why they have delayed 26 Reagan appointments to the federal bench—the largest backlog of judges in American history. (There are judges who were appointed eight months ago but are still unconfirmed!) Liberal senators can be expected to hinder this conservative president from seating his selected judges in the hopes that the nation will elect a president in 1988 who will appoint judges of their philosophy.

The Inquisition

Don't lose sight of the significance of the disgraceful destruction of the nomination of Judge Robert Bork, "the most qualified judge in America in the past 50 years," accord-

ing to former Chief Justice Warren Burger. They could not destroy him by claiming he was "unqualified" or lacked either "intelligence or integrity," for he excelled in all three. Only by creating a false perception of him as "unfair" to minorities, could liberals defeat this gifted judge.

Why did they use the "unfairness" issue? Because that was the discovery made by the public relations firm hired by Teddy Kennedy at a cost of \$40,000, as being the only area in which Judge Bork was vulnerable. Keep in mind, that he was really not unfair, but that he was made to appear unfair.

Thoughtful people ask, "Why did they single out Judge Bork instead of Judge Scalia who was *unanimously* approved just one year earlier by the same senators? Particularly in view of the fact that during the five years they served on the highest circuit in the land together they voted identically 98 percent of the time!"

The answer is that Scalia was conservative vote number four and Bork would have been conservative vote number five. That would tilt the court in the conservative direction for many years to come. (History may prove that Judge Kennedy will turn out to be equally as conservative and less vulnerable than Bork.)

The Three Judges

What is at stake in 1988 is not just the White House, but even more important, the three over-80-year old Supreme Court justices the next president might have to replace. In addition, an unexpected vacancy might occur giving him a possible four appointees.

Who the next president is will have a profound affect on the rate of "change" in our society. Either the conservative Supreme Court of the next decade will work to undue the detriment imposed by the liberal Warren court and others, or the control of the court will pass back to the liberals whose apparent goal is to totally secularize our society.

Fortunately for the American people, even if a liberal president is elected in 88, in all probability, it will not affect the conservative majority of the Supreme Court for many years. It will take the removal, by death or resignation, of the three ancient

liberals (who have refused to retire because they did not want Ronald Reagan to replace them with a conservative) and an additional vacancy.

Replacing three liberal justices with three more liberals will not change the five to four conservative majority. On the other hand, suppose we elect another conservative president in 88, who is committed to appointing judges who practice "judicial restraint," which is what has been lacking in the court for 30 years. By the next election, 1992, the Supreme Court could have a majority of eight to one. (Assuming that the present conservative members including Justice White vote conservative about 65 to 70 percent of the time.)

Can you imagine what that could mean to America by the 21st century? *Roe v. Wade* could be overturned, voluntary prayer and even objective Bible reading and moral values could return to our public schools, pornography could again be made illegal, and many other current policies that are destroying the moral fabric of society could be made right.

That is why I say the Church of Jesus Christ in this country has a golden opportunity to be "the salt" of America in 1988, provided we do not make the same mistake we did in 1986.

Who Is to Blame?

The loss of Judge Bork to the Supreme Court was a national disgrace that I believe can be blamed on the Christians who did not participate in the last election. If you recall, we lost five conservative senators in that election by a total of 57,000 votes. Far more Christians than that did not even bother to vote in 1986. It is estimated that as high as five million Christians did not vote that year. Had they done so, there would have been more than enough votes to confirm Judge Bork.

So in a vital way, we can take the blame for the humiliating defeat of that good man. Admittedly, there are others who can share the blame, but we as Christian communicators cannot do much about them. We *can* do something about the lethargy among Christians who did not vote in 1986.

With Ronald Reagan out of the race in 1988, almost everyone agrees that the election will be much closer than his landslide victory, regardless

of who each party selects as their standard bearer. The conservatives have some excellent candidates, but none with the charisma of "the great communicator." He was able to overcome the awesome power of the liberal bias of the print, radio and TV media. In all probability, no one running this year can do that.

That is where you as a Christian communicator can make the difference. You don't have to promote one candidate over another and alienate your viewers or listeners. All you have to do is lay the burden on the Christian community in your area and of their God-given responsibilities to be good citizens and (1) get registered, (2) become informed on the positions of the candidates (that's just educational work which all 501C3 organizations or commercial stations can do); and (3) encourage them to get out and vote on election day.

The exit polls of 1980 and 1984 revealed that Christians voted for the most conservative candidate "81 percent of the time." The New York Times-NBC exit poll of 1984 claimed that "over 15 million born-again Christians voted" that year giving over 12 million votes to the conservative Ronald Reagan. In 1986, only 42.5 percent of those Christians eligible to vote did so. You can easily see from that how we can make the difference in 88 if we prayerfully lead our followers to get involved.

If five million Christians did not vote in 86, there must be another five million yet unregistered. Only God knows how many millions of those listen to Christian media. In all probability, more than enough to make the difference in the "watershed election" of 88. I believe the future of America is, humanly speaking, in the hands of Christian leaders like you—communicators and pastors. If we register three to four million Christians, educate them on the issues and motivate them to vote on election day, we would well affect the civic moral climate of American into the 21st century.



Dr. Tim LaHaye is author, minister, TV/radio commentator and president and founder of Family Life Seminars.

Inspiration

by Susan Lawley

In recent years, we have all been exposed to the captions on the television screen stating proudly, "live via satellite." Many viewers accept this miracle of modern telecommunications, not realizing that whether generated across the street or across the world, the programming takes an almost 45,000 mile round trip into space to reach their living room or office.

Video, audio (telephone or radio), or data signals can be sent by satellite. This article will mainly address the video and audio possibilities.

Satellite technology is being utilized more and more to augment and/or take the place of personal delivery of a message. With potential audience growing daily in this country and around the world, the task of personally reaching a major audience becomes increasingly arduous and expensive.

Whether video, audio or data, satellite technology provides an instantaneous way for an individual or organization to accomplish *point to multipoint* distribution of a message.

Utilizing traditional methods of transmitting a video, data or audio signal across the telephone lines is termed a "point to point" delivery. This type of delivery is effective if it is desirable for the signal to reach only one destination.

However, when the goal is to reach as wide an audience as possible, extending a telephone line into each targeted market multiplies the cost per location added.

And that cost is high. Most people are generally aware of the cost of one voice line such as would be required for normal local telephone conversation, usually \$30-\$40 per month. Long distance, that cost becomes considerably greater.

To transmit full color, full motion video at broadcast quality (such as the

Via

Satellite

Satellite technology can provide a simple, cost effective method of distributing a message from one point to many points with a single transmission

networks demand), requires the digital equivalent of over 1,500 regular voice lines. The cost multiplies accordingly.

When a signal is transmitted to a satellite by a dish-shaped "earth station" or transmitting antenna, the satellite receives the frequency of signal sent, changes the frequency, amplifies the signal and returns it to earth.

The earth receives the signal in a pattern called a "footprint" which, for satellites in the "domestic arc," roughly covers the continental United States.

The "geostationary orbit" is that position around the earth's equator approximately 22,300 miles from the surface of the earth, which allows a satellite to orbit at the same speed as the earth, thereby providing a target in space fixed from an earthbound point of view.

The domestic arc is the term used to describe those satellites placed in a geostationary orbit, and returning a footprint serving the continental U.S.

To summarize, satellite technology can provide a simple, cost effective method of distributing a message from one point to many points with a

single transmission.

We now have the technology and know something of the capabilities of a satellite-delivered signal. But what of the economics and logistics of accomplishing satellite transmission?

One way to accomplish satellite transmission is to purchase a proprietary transmission facility. With constantly escalating costs of land, building, technical expertise, transmission and reception equipment, uninterrupted power supply, diesel backup and the many additional requirements, this can prove a very costly endeavor. And if the transmission need is only a few hours per day, week or month, it can underutilize the capital funds invested. Excess time on the facility may be resold to recapture some costs, presenting yet another logistic and personnel equation.

An optimum solution for many organizations is to utilize a facility which serves the required needs, but may be used and paid for as needed.

This is the niche served by teleports. Considering an uncertain economic atmosphere, the fluctuating nature of religious organizations' revenue base, and a situation in which

capital expenditure may not be the most advisable method of accomplishing a transmission purpose, a facility which may be utilized part-time can be of considerable benefit.

A teleport, by World Teleport Association definition, incorporates three major elements: 1) local area network, 2) access to long distance communications of some type (usually satellite), and 3) location within, or contiguous to, a business or economic development of some type.

The teleport concept emerged from the satellite and microwave technology which spawned divestiture by allowing "bypass" of the installed telephone company facilities. This technology is now considered an alternate transmission technique, rather than bypass of AT&T or Bell.

Over 60 percent of operating teleports are entrepreneurial enterprises. As such, all approach the concept differently. Some may concentrate on digital local area network for regional data transport, others may concentrate on video transmission, and yet others may be solely mobile facilities.

Because of the large amount of capacity needed to transmit broadcast quality video and the resultant high cost, methods of transmission other than the installed copper network were found to be desirable.

As alternate transmission technologies developed, satellite was found to be an excellent, cost-effective application for point to multipoint video distribution. A video signal could be transmitted to any number of locations across the continental United States, and there was no additional cost to add locations. Essentially, incremental costs decreased as number of locations increased.

Many teleports originally developed to serve the needs of those video satellite transmission users not requiring or desiring their own facility.

Tape playback, mobile microwave, a widespread permanent local area network, broadcast quality C and Ku band satellite transmission, backup power—all are designed specifically to serve the needs of the broadcast community.

A teleport can serve the religious broadcaster in many of the same ways as the secular broadcaster, and may have the capabilities to tailor to specific individual needs of an or-

A teleport can serve the religious broadcaster in many of the same ways as the secular broadcaster, and may have the capabilities to tailor to specific individual needs of an organization

ganization.

Following are some possible scenarios, already in practice, which can be easily accommodated by the full-service teleport.

Revival-type Meetings

Normally, a meeting like this has been scheduled in a large convention-center type facility.

Production is accomplished by the ministry or a production concern hired

by the ministry.

Because the local Bell operating company can be quite expensive for local transmission, it is desirable for permanent or temporary microwave to be available.

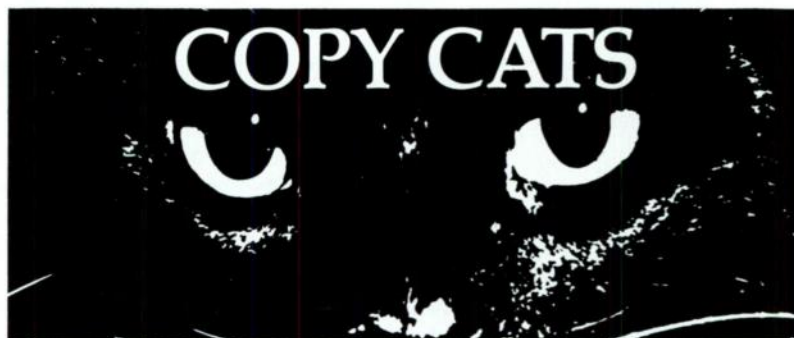
The video camera output reaches the production truck, is edited and output to the microwave path. The microwave path transmits the signal across the airwaves to the teleport. Depending upon various cost factors, the video output from the production truck can alternatively be sent by cable to a transportable satellite transmission truck and to the satellite.

The teleport or satellite transmission truck then transmits to the appropriate satellite and the satellite returns a footprint to the earth to be received by television stations, cable companies, churches, individuals or receive sites arranged for the occasion.

Programming

In the case of regularly scheduled programming, it is usually easiest and most economical for a permanent

(continued on page 39)



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Research and Public Opinion of Christian Ministries

by Bruce Joffe

It's difficult to move most people toward a strong opinion on anything; it's even harder to move them away from an opinion once they reach it.

Many of your communication activities, no doubt, attempt to influence your constituents' opinions with a "call to action," i.e. supporting your ministry's work through their financial contributions.

A major objective of your ongoing public relations efforts—newsletters, broadcasts, direct mail, personal appearances—must therefore be first to gain prospects' and supporters' attention (recognition) and then to gain their support by helping them to see your ministry and its work in a favorable light (credibility). How, exactly, do you influence public opinion and gain recognition and credibility?

First, you must let people know more about you. At times, it's important to initiate internal changes within your ministry by reforming any questionable policies or practices. Next, you must support your words with actions. It's vital to develop a "partnership philosophy," telling your ministry's story in terms of donors' needs, not yours. Finally, hang on: Influencing public opinion is a cumulative effort that takes time!

Research

Before you can influence public opinion, you obviously must understand what these opinions are: How did people learn about your ministry in the first place? What do they think of your ministry, its leadership and work? Why and to what do they contribute? How often are they willing to contribute? What aspects (publications, broadcasts, personal appearances) of your ministry do they find most valuable? Least valuable? What aspects of these efforts would they change if they could, to make them more responsive to their concerns and, therefore, more likely to support?

To get the answers to questions like these, every ministry should include research as an ongoing element in its communications program. Without a carefully researched strategy,

sooner or later you will fall short of meeting your ministry's objectives.

In its simplest form, communications research is just listening to people's opinions, attitudes and reactions regarding your policies, practices and publications. Research forms the building blocks of an effective and targeted informational program. It can provide important input to help you:

- * identify/define relevant prospects and constituencies
- * define appropriate messages and media for these groups
- * develop appropriate and effective programs
- * schedule activities, programs and communication efforts
- * implement program tactics and logistics
- * evaluate the effectiveness of your communications

Moreover, good research can also help you to confirm assumptions and corroborate communication initiatives or directions. It can help you to clarify issues and attitudes, while defining specific areas of concerns. Equally important, research is especially useful in content analysis, so you are communicating the right messages about your ministry to the right people through the proper channels.

There are four basic types of research activities churches and parachurch ministries can use: (1) telephone interviews; (2) readership studies; (3) focus group meetings; and (4) surveys and questionnaires.

Telephone Interviews. Direct, personal contact with your constituents can provide a wealth of information about who they are, why they give (and to what), how they feel about your ministry's work and how they learned about the ministry. In addition to immediate feedback, one benefit of telephone research is that it tends to be more precise than information obtained through less personal means.

Readership Studies. Generally speaking, there are two reasons readership studies are done: (1) to profile your readers and (2) to determine their satisfaction with the editorial content of your publication(s). If you publish a

newsletter, magazine, newspaper or other print materials, a readership study can help you to pinpoint its strengths and its weaknesses so that it can become a more useful ambassador for letting readers know about your work and letting you know more about your readers' reactions to what you are doing.

Focus Groups. Forming an ad-hoc "committee" to examine, evaluate, discuss and recommend initiatives on a highly specific area of your work is an intensive approach to confronting a particular challenge your ministry faces.

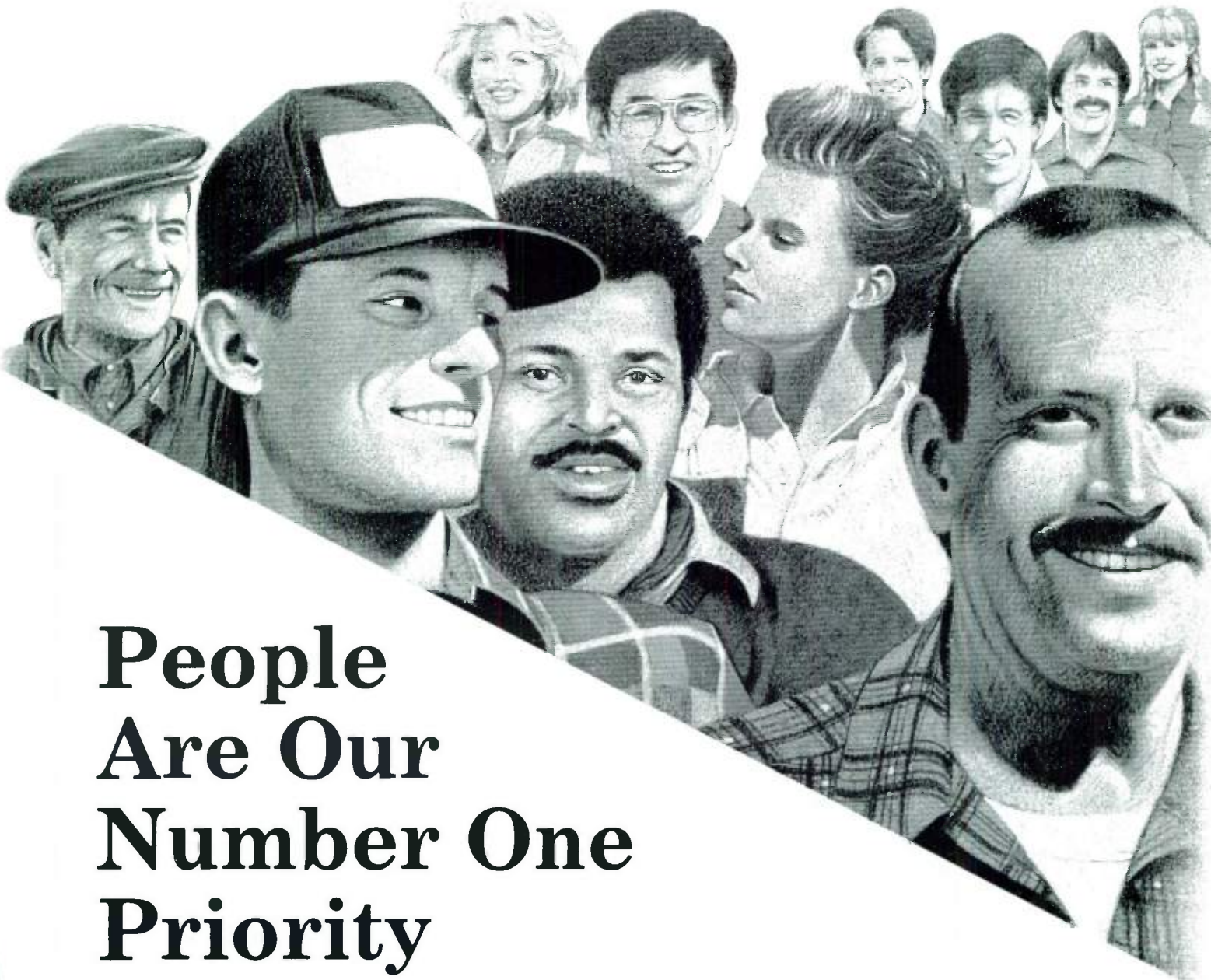
Surveys and Questionnaires. By far the simplest and most frequently used form of research is the survey, which typically collects specific data by questionnaires mailed to and returned by a group of constituents. A good questionnaire must be properly formatted, written, tabulated and analyzed before conclusions can be drawn and recommendations made. A well-designed and intelligently analyzed survey can provide a wealth of information about the present activities and future directions of your ministry.

If you plan to do your own research by a survey, review your questionnaire with these criteria in mind:

- * What information do I need to get from this question?
- * Are the choices I've provided appropriate and expansive enough? Have I used open and close ended questions strategically?
- * Is my wording clear and understandable enough to elicit meaningful responses?
- * Is my wording and phraseology purposefully unbiased so that it does not influence respondents' answers?
- * Are my questions presented in a progressive, logical sequence?

Research is not a glamorous undertaking but it is essential for effective communications. The intelligent use of research represents a means for defining problems and evaluating solutions.

Dr. Bruce H. Joffe is president of Bruce H. Joffe Associates, a full-service public relations firm located in Fairfax, Virginia.



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PROFILE



Ray McCauley

Ray McCauley: A New Breed

by Ed Hindson

"We have a destiny to fulfill," thundered Ray McCauley to a gathering of 1,000 Christian leaders in Dallas, Texas, recently. "We are part of a new breed that refuse to let the world go to hell. We are all colors and creeds, and we are full of compassion for people."

Ray McCauley, 38, is pastor of the 10,000-member Rhema Bible Church in Randburg, South Africa. A former Mr. Universe champion, he was converted through the ministry of teen challenge and later came to the United States to study at the Rhema Bible Training Center in Tulsa, Oklahoma. Returning to South Africa in 1979, he founded the new church with 13 members in one of the most affluent sections of Johannesburg. By 1985, he had constructed a 5,000 seat auditorium and launched a major broadcast ministry.

Phenomenal Growth

The Rhema Church has seen phenomenal growth and through the video ministry of Pastor Ray, it has become well known throughout the English-speaking world. Satellite churches have been established in Zimbabwe, Swaziland, Botswana, Malawi and Mauritius as well. One of the reasons for the rapid growth of the church has been its open door policy to people of all races. McCauley's ministry has become a model for a harmonious inter-racial fellowship.

"God is the key to unity without violence in South Africa," McCauley maintains. "We must each develop a kingdom mentality which causes us to

forsake our kingdom for the Kingdom of Christ," he insists. He proclaims the liberating Gospel of Jesus Christ as the solution to man's spiritual needs and then he argues that once the Kingdom of God has come within your heart, you cannot practice racism or injustice to the poor and needy.

To back up his message, Ray has engaged in extensive relief projects to meet the economic needs of the black people of South Africa. A recent project raised over \$100,000 and 50 tons of food and clothing for flood victims in the natal region.

Spiritual Unity

In an attempt to promote spiritual unity in South Africa, Ray recently led his church and its satellite churches to merge with another group led by Rev. Ed Roebert, pastor of the Hatfield Christian Church in Pretoria. The new organization, known as the International Fellowship of Christian Churches (IFCC), now includes over 300 member churches.

An advocate of spiritual unity, McCauley has met with leaders of the Dutch Reformed Church, Anglicans, Baptists and others in an effort to encourage spiritual cooperation among believers of all races and denominations. He has also met with numerous black leaders, such as Mangosuthu Buthelezi, leader of the eight million Zulus in South Africa.

Broadcast Ministry

A major factor in McCauley's success has been his extensive broadcast ministry. While commercial time is not yet available on the South African Broadcasting Corporation (SABC),

McCauley has been invited to air several broadcasts of his programs on the national network. In addition, every service is video taped and thousands of videos are distributed throughout Africa and the world for home viewing. The Rhema Church houses the most extensive video library in all of Africa, as well as a studio which is comparable with any in America.

"I believe God wants us to proclaim His Kingdom to all mankind," McCauley asserts. "That means we must use religious broadcasting to fulfill the great commission." The response to his videos has been a key factor in the phenomenal growth of his church.

"People who would never otherwise attend a gospel service," explains media missions manager Ron Steele, "see Ray on video, come to Christ and eventually join our church."

This year the Rhema Church has added a "Hands of Compassion" ministry to the poor and a pioneer missions school for training both black and white leaders. Future plans include direct satellite broadcasting. The church was already part of an international satellite link-up for the world's largest communion service in 1982.

"It is our hope," McCauley says, "to demonstrate the reality of bringing blacks and whites together in true spiritual unity. It is working. And we are glad to be part of the solution to our nation's difficulties."

Ed Hindson is a contributing editor to *Religious Broadcasting* magazine.

(continued from page 35)

microwave path to be installed between the origination point and the teleport.

The signal travels from the production facility across the microwave path to the teleport, then to the satellite. It is then received in one of the ways described in the section above.

Discovery Broadcasting Network distributes inspirational and motivational material by Zig Ziglar and Tim LaHaye, concerts and other educational programming. The programming is transmitted on a regular basis and distributed to over 400 affiliate churches.

Word of Faith Church transmitted their Daily Bible School every weekday to affiliate churches across the country. The Greek Orthodox Archdiocese of North and South America, through its Departments of Education and Communications, completed a three-day satellite transmission of its in-house production for children entitled "Hellenic Company" in an effort to dramatize the use of modern technology in the promotion of the Archdiocese's educational and language programs.

One-time Programming

Satellite transmission can be used to transmit a one-time program from a point of origination to a local television station for intra-city distribution.

Usually this scenario occurs when the location of the origination point is such that putting in or utilizing one microwave path to the teleport, then transmitting to satellite to be received by the TV station, is less expensive than several microwave paths or a Bell Company local loop directly to the TV station.

This technique was utilized for KRLD Channel 33/Dallas, to facilitate the live broadcast of the Christmas Messiah program performed by The Broadway Baptist Church, Fort Worth, Texas. KTVT Channel 11/Fort Worth, Texas, televised Lover's Lane Methodist Church's traditional Christmas Eve candlelight service utilizing the same technique. In addition, KTVT is a satellite super channel, so the program was also transmitted to cable stations throughout the southwest.

National Satellite Distribution

Satellite technology can be utilized to concurrently transmit a live or tape-generated radio program from a single generation point to many radio stations across the country.

The most cost-effective technology utilized presently is "audio sub-carrier" technology. When a video signal is transmitted to satellite, there is extra space on either side of the frequency allocated for the video and attendant audio. A separate radio signal can be included beside a video transmission going to the satellite.

The radio footprint covers the continental United States just as the video does, and can be separately received by a satellite antenna at a radio station. The station then includes the live programming in their local broadcast.

Moody Broadcasting Network transmits a daily one and one-half hour program from Minirth-Meier Clinic discussing a Christian approach to psychological problems. The audio signal reaches the teleport via Bell land line, is transmitted to satellite on

United Video's channel and received in Chicago where the programming is incorporated with additional programming and retransmitted to 200 radio stations throughout the country.

USA Radio produces national news from a Christian perspective. The signal reaches the teleport via Bell telephone land line and is transmitted to United Video's audio sub-carrier at the top of the hour to 300 radio stations nationwide. The news is then incorporated into each Christian radio station's format.

State-of-the-art satellite technology can allow the religious broadcaster the same variety and availability of video and audio distribution services enjoyed by the secular broadcast community for years. A teleport's services can be designed to provide the neophyte or expert in satellite communications a full range of cost effective services to satisfy each and every custom need.

Susan Lawley is director of business development for the Dallas/Fort Worth Teleport, a full-service teleport facility located in the Dallas/Fort Worth Metroplex.

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BROADCASTERS



James Dobson

Far East Broadcasting Company (FEBC) announced plans to increase the broadcast power of its South Korea programming from 50 kw to 100 kw. The change should be in effect by June 1988 and will indirectly benefit Christians in North Korea as well as South Korea. The programs are beamed to North Korea from Seoul at night to lower the risk of discovery for Christians who tune in.

Focus on the Family host-**James Dobson** was presented the first Marian Pfister Anschutz Award by the Family Research Council. The award recognizes an individual who has done the most to advance the cause of the American family in the last year.

James Michael Thunder was appointed general counsel of Americans United for Life, the legal arm of the pro-life movement. Thunder directs the national legislative and litigation strategy of the public interest firm whose mission is to stop legalized abortion on demand in America.

ABMJ/Chosen People Ministries (American Board of Missions to the Jews) has announced the relocation of their International Headquarters Office to Charlotte, North Carolina. The projected



David Hocking

date of the move is August, 1988. President Harold A. Sevenser said the move is an attempt to reduce the rising administrative costs of operating in the New York City area.

Gospel songwriter Bill Gaither and former Zondervan vice president Tom Beld have formed **American Audio**, a full service manufacturer for the music industry. The company specializes in jacket design and manufacturing, tape duplication and loading as well as record pressing.

David Hocking, speaker on *The Biola Hour* radio program, will speak at the Fourth Annual Open Doors International prayer conference, March 17-20. Other speakers at the Anaheim, California meeting include Carl Lawrence, speaker on *The Haven of Rest* radio program, and Jim McClellan, host of TBN's talk show, *Joy*.

John E. and Rana Maracle, missionary-pastors of the Mohawk (Hogansburg) Assembly received new radio equipment. They expect the equipment to improve the quality of their Sunday programming, airing over Mohawk station CKON to New York state, Canada and Quebec.



Paul K. Logsdon

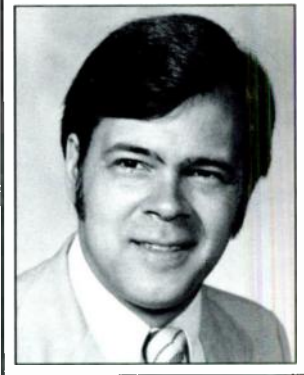
Listen America, a news commentary program produced by the Liberty Federation, joined the USA Radio Network. The program increased its coverage from 200 to 345 stations nationwide.

WJTL-FM/Lancaster (Pennsylvania) station manager **Paul K. Logsdon** ended his tenure at WJTL in December to accept the position of public relations director at Evangel College in Springfield, Missouri. Replacing him is music director/program director **Fred McNaughton**. **Bill Neff** is the new program director.

The **Laymen's National Bible Association** is producing radio and TV public service announcements for its new media campaign, "To Know Where You're Going, Read The Bible."

Resource Publications, Inc. announces the publication of the 1988 **Recording Locator Music Reference Service**, a new 1,048-page listing of Christian song and album titles. The *Locator* is updated by three quarterly supplements between the release of each new volume.

Wes Baker was named news director at WCDR-FM/Cedarville, (Ohio). He



Wes Baker

will assist the Cedarville College station in continuing to focus on "stories dealing with moral, ethical or church related issues that impact listeners in southwest Ohio."

WIYE-TV in Orlando and **KAZQ-TV** in Albuquerque, have joined Landin Media Sales, Inc. The media rep firm will act as their agent in working with ad agencies, media buyers and TV ministries.

Ethel Erickson, speaker on *The Heaven and Home Hour* and wife of founder Clarence Erickson, died December 24th at the age of 89. She was heard on the weekly program for 40 years.

R. B. "Jack" Turney of Christian Duplications Int., said the organization plans to record the New Testament in the Tagalog language, spoken in the Philippines. The addition will make the 13th language of the Bible that C.D.I. has recorded.

Mid-America Gospel Radio donated over \$18,000 in new toys during the 1987 Christmas holiday to needy and underprivileged children. **George Spicer**, group general manager, said the toys were bought with the assistance of churches and businesses.

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BOOK REVIEWS

Kingdoms in Conflict

by Charles Colson
(Zondervan, 1987, 400 pp.)

Written in the style of a Hemingway novel, Charles Colson's new book *Kingdoms in Conflict* begins with the intriguing story of a "Christian" president who must make a decision that could lead to Armageddon. From this compelling opening, Colson launches a powerful discussion of the conflict between religion and politics.

Drawing upon his White House experience as the former presidential counsel, Colson tackles several tough questions: Do ministers have a right to run for public office? Does the church

have a mandate to tell people how to live? Can religion become contaminated by political power-broking? He weaves dramatic vignettes with powerful insights to explode the myths of religious fanatics trying to take over the world on the one hand, and to warn the church to keep her spiritual priorities straight on the other hand.

"Power is the key issue in politics," he reminds us and urges Christians to think cautiously about using political power to accomplish spiritual goals. He is especially critical of the social gospel movement "dissolving Christian orthodoxy into a campaign to eliminate every social injustice through governmental means." (p. 116)

Colson leaves no stone unturned in the debate on religion and public

policy. He tackles liberation theology, Marxism, socialism and secularism, while calling believers to true "Christian patriotism." He calls the church to fulfill the Great Commission through what he terms "little platoons" of believers scattered throughout the world.

Warning the church against the illusion of political power, Colson points our attention to the indestructible Kingdom of God. His is a well-informed and well-reasoned appeal based upon his own disillusionment with political power. In place of triumphant rhetoric, the reader will find this a cautious, though positive approach encouraging Christian influence in the otherwise "naked square" of public policy.

Excerpt from *Kingdoms in Conflict*

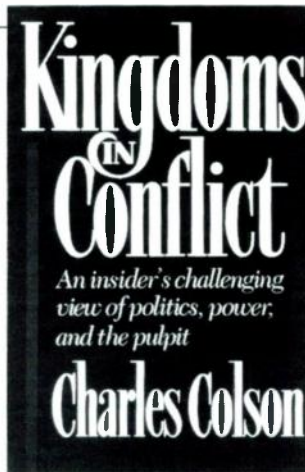
Whenever the state has presumed on God's role, whether in ancient Rome or modern America, the first liberty, freedom of conscience, suffers.

On the other side of the coin, the church, whose principal function is to proclaim the Good News and witness the values of the Kingdom of God, must resist the tempting illusion that it can usher in that Kingdom through political means. Jesus provided the best example for the church in His wilderness confrontation with Satan when the Devil tempted Jesus to worship him and thus take dominion over the kingdoms of this world.

No small temptation. With that kind of power, Christ could enforce the Sermon on the Mount; love and justice could reign. He might have reasoned that if He didn't accept, someone else would. This rationalization is popular today, right up through the highest councils of government: compromise to stay in power because there you can do more for the common good.

And think of the popularity Jesus could have gained. After all, the people wanted a Messiah who would vanquish their oppressors. But Jesus understood His mission, and it could not be accomplished by taking over the kingdoms of the world in a political coup.

Yet the most consistent heresy of the church has been to succumb to the very temptation Christ explicitly denied.



Book Notes

Getting the Word Out

by Theodore Baehr
(Harper & Row, 1986, 325 pp.)

This practical and insightful handbook provides ministers with real help in knowing how to communicate the Gospel in today's world. Written by the chairman of the board of Good News Communications and co-host of the weekly CBS affiliate radio program, *Religionwise*, this volume deals with the entire range of radio, television and print media. The chapter on audience adaptation is especially helpful for religious broadcasters.

Liferviews

by R. C. Sproul
(Revell, 1986, 220 pp.)

R. C. Sproul surveys the major secular philosophies influencing our culture today. In an easy-to-read style that introduces the reader to a cultural awareness of humanism, existentialism, and secularism, the author discusses Christian options in art, science, politics and economics. This book is must reading for anyone who wants to understand why society is the way it is and what to do about it.

(continued from page 29)

rorist station called 'We Shall Win,'" Pablo revealed. "I wish with all my heart that he were a believer. I pray for him all the time." Linda Finkenbinder interjected, "I also pray that when the program comes on the air and he hears his own voice, it will be a 'message' to him. Even a terrorist can come to know Christ!"

It was on a visit back to El Salvador in 1980 that Hermano Pablo nearly died at the hands of one of the city's notorious death squads. He had gone to the "land of the smoking gun" shortly after Archbishop Oscar Romero had been shot to death as he celebrated mass. Pablo believes the assassination took place because Romero spoke out on behalf of the poor.

The radio evangelist went with his wife Linda to speak at an Easter sunrise service and was well aware of the dangers. Two years previously, however, he had safely spoken to 20,000 people at a similar service.

"At this time, terrorists were going into homes daily, killing by machete and bullets, plundering and kidnaping," he recalled. "They were stopping motorists and stealing their cars, using them to commit their crimes."

When their plane touched down at El Salvador International Airport, Pablo and Linda were met by a group of evangelical leaders—and an armed guard carrying a sub-machine gun.

"They took us to a small room and told us of a problem that had arisen," said Pablo. "A radio station had received several calls saying I would be killed if I came to the city. Another six guards, sent by the military to protect me, then arrived. They hovered around us constantly, which really emphasized the seriousness of the situation."

"I called John Bueno, a missionary friend, and he told me, 'Paul, things are bad. I can't tell you over the phone how I know, but there is a plot to kill you between the airport and the city. Don't stay.'"

Hermano Pablo had to make an immediate decision. He needed to know God's will for him. "I saw a pad of paper on the desk and impulsively pulled off six sheets, one for each of the brethren and one for Linda," he recalled. "Again I prayed for God's

direction. My life literally depended on this decision. My prayer was that God should direct me through this vote."

There were three "yes" and three "no" votes. "John Bueno's call made it four to three. I knew I should leave," he said.

The seven armed guards accompanied them back to the plane about to fly to Panama, which was its next stop. Pablo said the incident made him realize something very important: "The closing doors in Latin America are not just a threat; they are a reality." It also made him more convinced than ever that he has much more urgent work to do in this troubled region.

Reaching the Masses

Hermano Pablo knows that he broadcasts into a region dominated by the Roman Catholic church, so how did he handle the tricky situation of not offending Catholics, yet clearly conveying his evangelical message?

"I resolved that problem when I understood the body of Christ is one; that there is not many bodies, just one—the Universal Body of Christ," he said. "At that point, I had no problems preaching to Catholics. It wasn't anymore a case of transferral from religion to religion, but from the devil to God, from sin to righteousness."

He recalled once during a live radio interview in Guaymas, Mexico, the questioner asked, "Hermano Pablo, doesn't it make you sad that there are so many Catholics in Latin America and so few Protestants?"

"No, it doesn't," he replied with conviction. "Something does make me sad, however, and it's not that. It is that there are so many sinners in Latin America and so few righteous people."

Pablo explained, "Once I solved the problem in my own mind, I knew it wasn't a case of Catholicism versus Protestantism, rather a case of the righteousness of God versus the unrighteousness and sinfulness of the world."

Hermano Pablo says he will never preach against the Catholic church. "That would be a violation of my calling," he affirmed. "It would be like Jesus preaching against Rome, something he never did. The Savior preached instead against hypocrisy

and if there was hypocrisy in the Church, it affected those who were hypocrites. Jesus preached against sin, and that's where I'm also coming from."

I asked the veteran broadcaster what was the biggest difference that had occurred since he began preaching to Latin America in 1943. "The openness in the upper classes toward the Gospel of Christ," he said surprisingly.

Reaching Non-Believers

I asked Hermano Pablo what advice he would give to a young Christian broadcaster just starting out. "I would ask him, 'Who do you want to reach? The Christians or the non-Christians?' If the answer is, 'The non-Christian' I would then say, 'Never mention money on the air.'"

But, I asked, how would they raise their financial support? "I don't know," he said with refreshing honesty. "But if you mention money, you should forget trying to reach the non-believer. You cannot do the two. The minute you start raising funds on the air, you're catering to the fund-giver, that's the Christian, and your message is no longer to the unbeliever. "That's why a listener to *Un Mensaje a la Conciencia* never hears a word from me regarding money."

Hermano Pablo points out that because of that, he receives millions of dollars worth of free broadcast time from mainly secular stations throughout Latin America.

Despite the revolutionary violence that plagues the region, Hermano Pablo refers to a story in *Newsweek* magazine which states that 9,600 Latin Americans convert to Christianity every day. "That's 400 an hour," he says. "The Gospel has been growing faster in Latin America over the past ten years than any other time in history. Yet this has been a period of political insecurity, of massacres, of revolutionary activities. "Maybe the thing we should be careful of is peace, because that's when people become apathetic and don't search out God any more."

Hermano Pablo is a true prophet of revolution, but his revolution is one of love, not hate.

Dan Wooding is a British journalist now living in Southern California where he is the chief correspondent of the *Open Doors News Service*.

ON THE AIR

Competitors or Co-Workers

by Bob Augsburg

As the Christian broadcast industry continues to grow throughout America, the need for upgrading professionalism and format fine tuning becomes increasingly more critical. The NRB convention held last month offered dozens of informative workshops on programming, sales and management. Next month's National Christian Radio Seminar in Nashville will also provide excellent discussions and dialogue on improving our stations. There is, however, one subject that is often overlooked and yet continues to be an ongoing struggle for stations in medium and larger markets—those cities where more than one full-time Christian station exists. This presents a number of questions station management is forced to deal with. Some of the most common are:

1. How do I position my station to avoid audience overlaps with the other Christian station(s) in my community?
2. Does our format differ enough from the other station(s)? Do we have our own identity?
3. Is God pleased with my attitude toward the other Christian station(s)? How do I overcome feelings of jealousy and resist the temptation to criticize the "other guys?"

Overcoming the Carnal

If honest, we would admit that the latter is one of the most difficult to deal with and is an ongoing spiritual battle that we find ourselves caught up in more often than we acknowledge. This area of respect and unity for each other's stations is my focus for the next two months.

If we call ourselves "Christian radio stations," we need to learn to overcome the tendency to criticize

other ministries. Instead, through prayer, effort and obedience to God's Word, we can ask Him to help us to recognize that we are *co-workers* with the purpose of building the Kingdom of God. Our methods and vision of whom we are to serve may differ, but our overall desire to lift up Christ should be a common cord that binds us

**"It's all right
to be
competitive
but
'Sin not.'"**

together and keeps us from acting like rival enemies.

I suppose competition can be good if kept in check. As in the case of anger when Paul, under the inspiration of the Holy Spirit say, "Be angry and sin not," we might add a similar application..."It's all right to be competitive but 'Sin not.'" Sometimes when there is only one Christian station in a given area, the station's programming can become stagnant and dull. When another station comes along, the "competition" can challenge us to become fresh and innovative. That is where competition can be good and healthy for everyone. However, we must not be ignorant of Satan's devices (II Corinthians 2:11). If we are not on guard, we will find ourselves slipping into the habit of criticizing the other

station(s) and finding fault with everything they do. This, of course, is not pleasing to the Lord and certainly can hinder the flow of God's blessing.

The Competitive Spirit

Often Jesus had to confront an unhealthy competitive spirit in His ministry. You will recall in Mark 9:38, the disciples complained that there was someone driving out demons but did not belong to "their group." Jesus quickly let them know that their attitude was wrong and that this person doing the ministry did not have to belong to "their" group to be used by the Father. We need to develop a similar attitude recognizing that God is using the other Christian station(s) in our markets to reach a segment of the audience our station may not be reaching. It's time we realize that we will not reach the teens playing the Hawaiians or George Beverly Shea, nor will you bless the adults with White Cross or Idle Cure. God has placed each of our stations in the community with a distinct purpose and plan. As we learn to work together in unity, we will become a greater blessing to our Lord and to the people we serve. Psalm 133:11 says "How good and pleasant it is when brothers live together in unity."

Next month we will explore this subject further and offer practical examples of how competitors can become co-workers within our multi-station markets.

Bob Augsburg is president of Programming Plus in Fort Myers, Florida, a company that consults and programs Christian radio stations.

Chart Check

WLUX/Baton Rouge, La.

FORMAT: Southern Gospel

1. Midnight Cry - Gold City
2. I Sing Because - Squire Parsons
3. The Center Of My Joy - Richard Smallwood Singers
4. Pearly Gate - The Freemans
5. Hallowed Be Thy Name - Jimmy Swaggart
6. Walkin' On With Jesus - Dixie Echoes
7. There Is A Miracle In Me - The Greenes
8. Tell Me - Bill Gaither Trio
9. Let's Have A Revival - Hemphills
10. Here Am I, Send Me - Keith Green

WRNA/Kannapolis, N.C.

FORMAT: Southern Gospel

1. It's Still The Blood - Inspirations
2. Midnight Cry - Gold City
3. There's A Miracle In Me - Greenes
4. Follow Me - Shekina
5. Walkin' On - Dixie Echoes
6. Blind Bartimeaus - Bishops
7. You'll Never Be The Same - The Sparrow Family
8. Put Me Down - Hinsons
9. Let's Have A Revival - Hemphills
10. What Would I Do - Heavenbound

WAY-FM/Ft. Myers-Naples

FORMAT: CHR/AOR

1. Walk Between The Lines - Russ Taff
2. Something Better - Paul Smith
3. Fallin' - The Imperials
4. Voice Of The Spirit - Allies
5. Let Me Be The One - Mylon LeFevre & Broken Heart
6. Distant Light - The Awakening
7. He Came, He Saw, He Conquered - Petra
8. You'll Never Know - Connie Scott
9. More Than A Fascination - Renee Garcia
10. More Like You - African Sunrise

WHAZ/Troy, N.Y.

FORMAT: INSP/MOR

1. Don't Let Your Heart Be Hardened - Petra
2. Hearts And Minds - Farrell & Farrell
3. Celebrate The Child - Michael Card
4. He'll Dry The Tears - Dallas Holm
5. All Rise - Scott Wesley Brown
6. All Is God's Creation - David Meece
7. All That Is In Me - Harvest
8. Come Drink At My Table - Billy & Sarah Gaines
9. I Will Not Be Silent - Dan Peek
10. The Name Above All Names - Debbie Boone

WXIR/Indianapolis

FORMAT: A/C



2nd Chapter of Acts

1. Montana Sky - White Heart
2. Here Am I, Send Me - Keith Green
3. All That Is In Me - Harvest
4. Whatever You Ask - Steve Camp
5. Brand New - Leon Patillo
6. Watercolor Ponies - Wayne Watson
7. I Belong - Mylon LeFevre
8. Deepest Love - Renee Garcia
9. Be Ye Glad - Debby Boone
10. Devoted To You - The Imperials

WMCA/Miami

FORMAT: INSP/MOR

1. You'll Still Be Lord Of All - Truth
2. All That Is In Me - Harvest



Karla Worley

3. In His Eyes - Billy & Sarah Gaines
4. Our Great God & King - Karla Worley
5. Yesterday, Today & Forever - Morris Chapman
6. Let's Worship - Terry Clark
7. Be Ye Glad - Debby Boone
8. God Still Moves - Steve & Anne Chapman
9. Virtuous Woman - Buddy Greene

10. Montana Sky - White Heart

WRTP/Durham-Releigh

FORMAT: A/C

1. Devoted To You - The Imperials
2. Montana Sky - White Heart
3. If You Were The Only One - Steve Archer
4. Here Am I, Send Me - Keith Green
5. Marvelous - Philip Bailey
6. I'm Brand New - Leon Patillo
7. Angels With Dirty Faces - Shelia Walsh
8. Our Great God And King - Karla Worley
9. Humble Yourself - 2nd Chapter Of Acts
10. In Your Light - Tata Vega

WBSN/New Orleans

FORMAT: A/C

1. Humble Yourself - 2nd Chapter Of Acts
2. Here I Am, Send Me - Keith Green
3. Whatever You Ask - Steve Camp
4. Devoted To You - The Imperials
5. Holy And True - Rendy Lovelady
6. Candle In The Rain - David Meece
7. The Father Hath Provided - Larnelle Harris
8. Deepest Love - Renee Garcia
9. Watercolor Ponies - Wayne Watson
10. When The Son Begins To Reign - DeGarmo & Key

WLIX/Bayshore, N.Y.

FORMAT: A/C

1. Humble Yourself - 2nd Chapter Of Acts
2. Here Am I, Send Me - Keith Green
3. Montana Sky - White Heart
4. When The Son Begins To Reign - DeGarmo & Key
5. Love Said Not So - BeBe & CeCe Winans
6. Deepest Love - Renee Garcia
7. Devoted To You - The Imperials

(continued on page 50)

WASHINGTON

The FCC Revisits the Area of "Indecency"

by Richard E. Wiley

In an order released in late December, the FCC reaffirmed an April decision (discussed in the May 1987 issue of *Religious Broadcasting* which broadened its standard for judging indecency and warned three radio stations that they had violated federal criminal law by broadcasting material meeting that new standard.

Prior to the April decision, the agency's 1975 *Pacifica* decision had been its primary ruling on the issue of indecent programming. In that case, the Commission found that a radio station violated the law by airing in mid-afternoon a monologue by comedian George Carlin which made repeated use of "seven dirty words." It concluded that, even though this language was not "obscene" under applicable judicial precedent, it was nevertheless "indecent" and could constitutionally be banned from the airwaves at times of the day when there was a reasonable risk that children would be in the audience.

In its recently-reaffirmed April decision, the Commission concluded that the concept of indecency should not be limited to the Carlin litany of "dirty words." Instead, it embraced a broader definition of indecency covering any:

[material] that describes, in terms patently offensive as measured by contemporary standards for the broadcast medium, sexual or excretory activities or organs, when there is a reasonable risk that children may be in the audience.

In applying this standard, the agency ruled that three radio stations had presented indecent material in the various contexts of a song, excerpts from a play, and a "shock jock" routine.

Broadcast groups and civil libertarians challenged this ruling, asserting that the agency's standard was too vague and that it would lead to extensive self-censorship by nervous broadcast station owners.¹ The FCC responded by reaffirming its finding of indecency in the three specific cases and rejecting the petitioners' requests that it narrow, or at least further delineate, the scope of its newly expanded approach to indecency enforcement. The Commission reiterated that its operative standard would

be based, not on the facts of the *Pacifica* case, but rather on the broad indecency definition noted above. Thus, stressing the importance of factual context, the agency specifically denied the petitioners' request that it issue a comprehensive list of words or pictorial depictions that would be considered indecent in all cases.

Furthermore, the Commission rejected the suggestion that it should automatically refuse to find any portion of a broadcast indecent if, taken as a whole, that broadcast has redeeming social or artistic merit. The FCC decision also rejected a proposal by media representatives that the criminal laws not be enforced against broadcasters who have aired material in the reasonable belief that it would not be ruled indecent. The agency's emphatic denial of various requests for a more narrowly drawn—or at least a more certain—standard of indecency has led many broadcasters and civil libertarians to decry its policy clarification as an utter failure.

The FCC's decision also re-instituted a time standard after which it could be presumed that children are not a significant part of the viewing audience: specifically, 12 midnight. Its April decision had abandoned a previous 10 pm rule of thumb in this regard. Related Commission statements indicate that this presumption of an adult-oriented audience would not extend beyond 6 am and that adult-oriented broadcasts during the "midnight to 6" period must provide appropriate warnings.

To the Commission's chagrin, this new time standard has been characterized by many as a "safe harbor" for the broadcast of "blue" movies or other indecent programs. While the agency clearly intended to channel objectionable material into the late night hour (believing that a total ban might be unconstitutional), it has not yet explained what types of material would be permitted during this period. It is clear that *obscene* material remains altogether prohibited at any time of day or night. Moreover, it is possible that material which is "merely" indecent may also be prohibited if evidence shows that, in fact, children are in the local audience after mid-

night. Indeed, in a concurring opinion, Commissioner Patricia Diaz Dennis characterized the majority opinion's 12 midnight discussion as indecisive and non-committal.

Obviously, groups concerned with the maintenance of standards of decency over the broadcast media will closely monitor future cases that more fully spell out the Commission's policy regarding indecent material in the late night hours. Nevertheless, such entities must be encouraged by the renewal of FCC activity in this area and its apparent determination to develop strict enforcement standards.

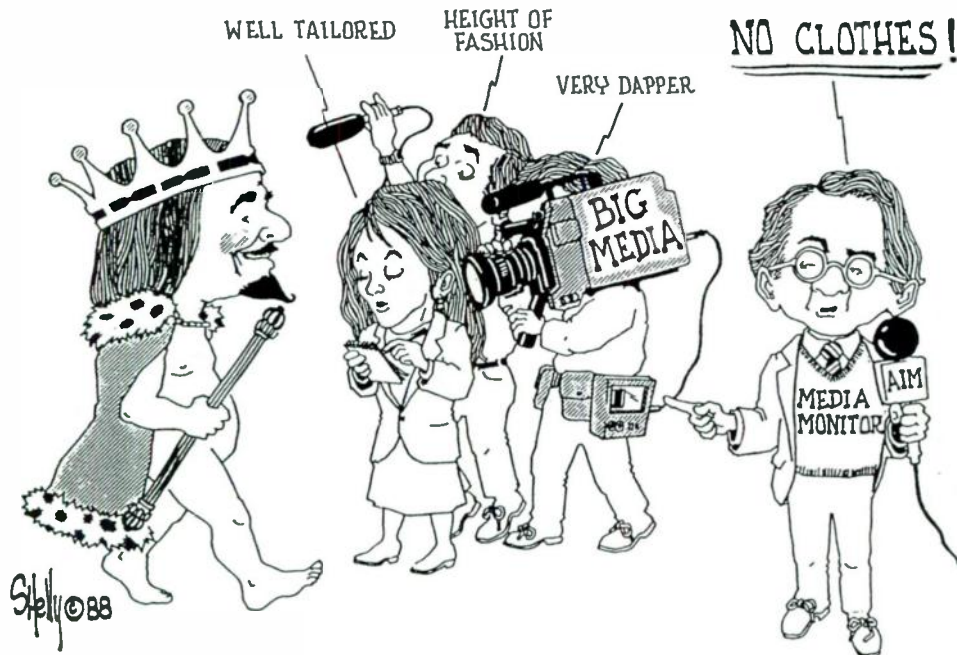
Indeed, in two other recent actions, the agency announced an intention to make its own determination in future cases of alleged obscenity without (as had been its standard practice) deferring to an initial determination by local authorities, and—in its first enforcement action against a television station—notified an independent station in Kansas City that it may have violated the criminal law against indecent broadcasts with an 8:00 pm airing of an R-rated movie (*Private Lessons*) alleged to contain indecent sexual scenes. The Commission is also reported to be investigating numerous other complaints of indecent TV and radio broadcasts.

In the final analysis, the fate of the FCC's policies in this area will depend on the agency's success in defending against the continued legal challenges that it is sure to face—both from those who see too much Commission policing and those who see too little.

Richard E. Wiley, a partner in the Washington, D.C. law firm of Wiley, Rein and Fielding and counsel to the National Religious Broadcasters, was Chairman of the FCC when it issued its landmark *Pacifica* decision against broadcast indecency. He was assisted in preparing this article by Peter D. Ross, an associate in Mr. Wiley's firm.

1) *Morality in Media and other interested groups filed comments in this proceeding as well.*

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ON THE AIR

Chart Check

(continued from page 47)

8. Watercolor Ponies - Wayne Watson
9. All That Is In Me - Harvest
10. I'll Be Ridin' With Him - Phil Driscoll

KNIS/Carson City, Nev.

FORMAT: A/C

1. I'm Brand New - Leon Patillo
2. Devoted To You - The Imperials
3. Here Am I, Send Me - Keith Green
4. All That Is In Me - Harvest
5. Marvelous - Philip Bailely
6. Ascribe To The Lord - Don Potter
7. How Will They Remember - Kim Boyce
8. How Will They Know? - Marv & Edythe Lyon
9. Come Unto Me - Will McFarlane
10. I'll Be Ridin' With Him - Phil Driscoll

WCRM/Dundee/Chicago

FORMAT: CHR

1. I Am Available - Petra
2. If You Were The Only One - Steve Archer
3. Devoted To You - The Imperials
4. Nothin' But The Blood - Michael W. Smith
5. You'll Never Know - Connie Scott
6. How Much Love - Allies
7. Love Has No Color - The Winans/Michael McDonald
8. Let Me Be The One - Mylon LeFevre & Broken Heart
9. Faithful - Paul Smith
10. When The Son Begins To Reign - DeGarmo & Key

WZZD/Philadelphia

FORMAT: A/C

1. Montana Sky - White Heart
2. When The Son Begins To Reign - DeGarmo & Key
3. Here Am I, Send Me - Keith Green
4. Watercolor Ponies - Wayne Watson
5. Humble Yourself - 2nd Chapter Of Acts
6. I'm Available - Petra
7. I'm Brand New - Leon Patillo

8. I'll Be Riding With Him - Phil Driscoll
9. Faithful - Paul Smith
10. How Between The Lines - Russ Taff

WHME/South Bend

FORMAT: A/C

1. Humble Yourself - 2nd Chapter Of Acts
2. In Your Light - Tata Vega
3. Montana Sky - White Heart
4. Deepest Love - Renee Garcia
5. When The Son Begins To Reign - DeGarmo & Key
6. Watercolor Ponies - Wayne Watson
7. Faithful - Paul Smith
8. Devoted To You - The Imperials
9. I'm Brand New - Leon Patillo
10. Walk Between The Lines - Russ Taff

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

BY MAURICE PRINDIVILLE



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

Will this plan cover my hospital bills?

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

Will this plan cover all my doctor bills?

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

What is the deductible?

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

What are the maximum out-of-pocket expenses?

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

Is there life insurance?

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

Is there other coverage besides physician and hospital care?

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

Who backs the Trust?

The Trust is overseen by the Trustees, which are the NRB executive board members. The Plan Benefits are fully insured by the Hartford Life Insurance Co.

Does this plan cover pregnancy?

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

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

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

What is the cost of the program?

For single person coverage, the cost is \$82.00 and family coverage is \$166.00. The size of the family does not affect the cost of coverage. **This cost covers all benefits provided by this plan—full hospitalization, physician care, dental and vision care, prescription drugs and \$20,000 of life insurance.** There are no additional costs of fees.

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

Please direct all inquiries to: Continental Benefit Company, 185 Main St. Suite 4, Gloucester, MA 01930 or call us on our toll free number 1-800-438-5566.

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

LATE NEWS

**NRB ACTION
PENDING ON
SWAGGART MEMBERSHIP** The Executive Committee of the National Religious Broadcasters ("NRB") voted on February 26 to instruct the NRB's Ethics Committee to promptly conduct an investigation to determine whether continued membership of the Jimmy Swaggart Ministries in the NRB would be prejudicial to the interests of the Association. The investigation will focus on charges of misconduct involving the president of Jimmy Swaggart Ministries, the Rev. Jimmy Swaggart, and on the contemplated future relationship, if any, between Rev. Swaggart and Jimmy Swaggart Ministries. The Executive Committee consists of 10 persons elected at the 45th Annual Convention of NRB, February 3, 1988, in Washington, D. C. Jerry Rose was elected president. Other officers elected were David Clark, first vice president; Robert Ball; second vice president; Kay Arthur, secretary; and Robert Straton, treasurer. Richard Bott has been appointed chairman of the Ethics Committee and Dr. Thos. F. Zimmerman as chairman of EFICOM. Other Executive Committee members are Richard Bott, Robert Cook, E. Brandt Gustavson, Al Sanders, and George Sweeting.

**ERB TO
MEET IN
MAY** The European Religious Broadcasters (ERB) will hold its next convention May 16-18 in London, England. Officers include president Hans Bratterud of Norway, first vice president and ERB executive director Robin Rees of England, Jean Lebel of Switzerland and Robert Ekh of Sweden.

**ARMSTRONG
ANNOUNCES 89
CONVENTION DATES** Ben Armstrong, executive director of NRB, announced next year's convention, January 28 - February 1, 1989, will be held at the Sheraton Washington and Omni Shoreham Hotels, Washington, D.C.

**SEIBOLD DIES
IN CALIFORNIA
PLANE CRASH** Darryl Seibold, NRB member and general manager of Christian radio station KCJH-FM, Stockton, California, died in a plane crash January 15 while returning from a business trip in a privately owned Cessna airplane. Seibold, 33, had worked with the station for almost 10 years. He was host of *Concepts for Living*, a daily radio program heard on KCJH. Seibold is survived by his wife and three children.



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