THE CASE FOR DAILY RADIO

HERALD OF TRUTH

October 26, 1970
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STATEMENT OF OBJECTIVES
OBJECTIVES OF THIS MINISTRY

The objectives of the Herald of Truth radio and television ministry have remained the same as they were first envisioned and set down in the earliest days. Basic to these aims has been a keen awareness of a grave stewardship - a stewardship of the mysteries of God's grace, revealed through Jesus Christ; and a stewardship of confidence which cooperative and generous brotherhood has put into our hands.

By God's grace and strength, we reaffirm that these objectives shall remain constant:

- To search out truth-seekers and to help them into a more perfect understanding of God's Word.
- To help open the hearts and minds of people for more personal teaching.
- To proclaim the truth and spirit of New Testament Christianity and thereby promote the unity of all people in Christ.
- To help teach the principles of Jesus Christ in a world of conflicts.

With these objectives constantly before us, and with full confidence in the grace of God to help make our way clear, we face the challenges and opportunities of a new decade.
INITIAL STUDIES
INITIAL STUDIES

The idea for daily radio began in 1965 in general planning sessions with W. F. Cawyer, James Nichols, and Clois Fowler. In the years to follow, only token consideration was given to this idea.

Then, in late 1969, the concept began to be studied in detail by staff members. Bob Scott presented a paper on effective communications, the need for variety in programming, the vital necessity to accept changes in format in future planning. Daily radio, with emphasis on presentations of 5 or 15 minute duration was a part of that study.

Eugene Henderson drew up a preliminary plan in December, 1969, for daily radio which set forth the format and marketing possibilities. He consulted with network officials at NBC, ABC, Mutual and CBS, gaining favorable acceptance to the short version program.

These plans were included in the major report to constituents - "Decade of Development" issued in January, 1970. Emphasis was placed in this report on the uses of diversity in programming, and how daily radio could meet needs of various audiences.

Staff consultations were conducted from January to June, 1970, with emphasis on speaker selection. Preliminary reports were given to committee and elders in June.

Personal interviews were conducted by Clois Fowler with men who know Landon Saunders. Emmett Smith, President of Crowley's Ridge College, Paragould, Arkansas; Reuel Lemmons, Editor of Firm Foundation, Austin, Texas; Bill Lynn, Memphis, Tennessee; E. R. Harper and A. L. Haddox, Abilene. All of these men are personally acquainted with Saunders, and they gave unqualified approval to the integrity of the man and his ability.
1960-1970 was a decade of change. This was particularly true in electronic communication. A recall of the type of music being presented on radio or television ten years ago in comparison with today, or recognition of the change in formats being presented confirms this observation. In radio today not every approach to communication is attempted as a thirty minute once-a-week presentation. The same is true to a lesser extent in television. Although half-hour programming is still common in both media, radio has gone to shorter programs while television now provides many single hour special programs. In commercial radio and television the trend is to more frequent messages, with rapid transition between ideas. In that commercial communicators are willing to invest in only that which is effective, the religious communicator will do well to learn why they have modified their approaches and multiplied their presentations.

The Herald of Truth radio and television ministry has made progress in the last ten years. Yet, the challenge of the 1970's calls for continuing improvement if we are to be used by God in an increasingly effective manner. There is serious question as to whether our expenditures can be justified by continuing only our traditional presentations. This does not mean that the thirty minute once-a-week radio and television programs are beyond usefulness. It recognizes that our traditional approaches reach
limited audiences and that these approaches will become increasingly less effective if not produced with more skill and imagination.

Although conclusions that propose change need to be verified by research, there is sufficient reason to conclude from available evidence that to reach more people with Christ's message we must modify, diversify, and multiply our presentations. It will not be sufficient to have the right formats. Programming for the 1970's will demand a higher mark of excellence in content and in production than ever before to be effective.

**RADIO PROGRAMMING**

In recent radio history one of the most frequent variations from traditional approaches has been in programs shorter than thirty minutes. It is revealing to hear how much can be communicated in spot messages of 30 or 60 seconds. The five-minute broadcast especially has taken on a role of prominence. These vignettes, or brief word pictures, have proven to be quite successful in network programming. NBC has its "Emphasis" series while CBS presents "Dimension" on various subjects. In fact, it was "Monitor," NBC's weekend diversified programming of frequent five-minute vignettes, that led the way in demonstrating that radio is not dead after television became so popular. Today, virtually every radio station has five-minute news broadcasts at least once an hour. Throughout the week on network
stations, a variety of special five-minute broadcasts is presented. One might hear either a man or a woman, usually with an established identity. The presentation might be a daily radio commentary, a summary of business news, or a book review. Still others make comments upon hobbies and leisure time, interview interesting people, report current events of wide interest, relate unusual twists on well known and little known events, as well as report on sports, weather, art, theater and motion pictures. Whether featuring the single voice of a Harry Reasoner or a John Chancellor reporting upon things of interest to many, or two voices of Dear Abby and Harry Bartell dealing with problems people submit, most five-minute broadcasts feature a talk format.

TELEVISION PROGRAMMING

The last decade has seen many significant developments in television also. A high number of 60-minute special presentations seems almost standard in 1970. The use of what has come to be called the "laugh-in effect" has had an impact also. This sudden change of visual pace with much of the usual message omitted on the way to the punch line has been used widely. It even finds many imitators in radio. Religious television production must proceed in full knowledge of all such changes.
THE NEED FOR RESEARCH

As religious broadcasters we have much to learn from commercial radio and television. Our question is not, "Shall we learn from them?" but, "How shall we proceed?" In order to learn what is being done effectively with new and different approaches, certain basic research must be initiated. In that the possibility of utilizing information to produce change can be done more readily and economically in radio, the greater effort in research needs to be focused there.

As this research begins there are certain basic steps to be taken. A first will be to learn as much as possible from NBC. Specifically, we need to know what their research has indicated about religious broadcasting that they might share with us as broadcasters on their network. If possible, we need to learn why they went to the "Monitor" and "Emphasis" approach. They may also have guidance or counsel to offer with regard to religious broadcasting or other length message and approaches to format.

A second step will be to determine which broadcasts should be evaluated. Copies of them should be obtained. They should include broadcasts with various purposes and content, as well as differing lengths. Those studied should specifically include ones in length of thirty minutes, twenty-five minutes, fifteen minutes, five minutes and 60 and 30 seconds.

When the tapes have been obtained a careful evaluation should be given to each. Factors evaluated should include purpose,
technique and format, vocabulary range, type and number of voices, rate of speech, mood set, possible use of music and sound effects and effectiveness. Particular attention should be given to the frequency with which regular programs appear.

While the above mentioned things are being done a study should be made to determine who listens to various stations at specific times. This information would permit us to program for specific target audiences, raising the probability of effectiveness with certain types of presentations. Special consideration might be given to unusual times and their possible audiences. Examples of this might be early morning hours for rural people and late night hours for urban dwellers.

When these studies have been made it will be possible to begin a more nearly effective preparation of pilot programs which could be of different length and format. Experimentation could begin prior to the conclusion of such studies, but final approaches should take into account things learned from the research done. Using various formats experimentation could be done in 30 and 60 second spot messages, five-minute vignettes, fifteen-minute programs and possibly thirty-minute broadcasts. When recorded, such presentations could be tested on small select audiences. After careful evaluation and any necessary modification, such experimental programs could be broadcast on a limited basis where proper evaluation could be made. An immediate outlet with
minimum cost could be through the ten hours of programming being done each week by the Falls Church, Virginia brethren on three major FM stations on the East coast. As data evaluation directs, changes could be made and further tests conducted. By this approach, programs with greater impact could be developed prior to release for wide distribution.

WRITERS AND SPEAKERS

There will be much to learn in this quest for greater effectiveness in communication. Although there is limited experience upon which to base conclusions, it is possible that one of the major challenges will be to secure effective writers and speakers, if a variety of programs are produced. Should it be indicated that there is a need for radio broadcasts of varying lengths, with possible daily broadcasting at some point, there will be a great demand for talented writers and effective speakers.

As this quest unfolds, it may develop that the need will appear for one man to serve as Coordinator/Writer/Speaker. Such a man would need to be a capable communicator, both as a writer and radio speaker. He would need a broad knowledge of Scripture, people and current events. Although such a man would probably be involved as a writer and speaker, he would also probably need to coordinate the overall radio production where other writers, formats and speakers would probably be used.
If the course just mentioned should be followed it is probable that most formats would be developed and then a search made for the voice, or voices, who could be used to broadcast the messages most effectively. When this research leads us into foreign language broadcasting, it is probable that we will need to rely upon those who can produce their own material. An example of this could be Stephan Bilak with his broadcasts in Ukrainian.

DISTRIBUTION

The distribution of possible varieties in production would depend upon various circumstances. Some programs might be of such a nature that stations and networks would require us to purchase time. Other than on networks, this could be done through offering the programs to local churches for their use, with time available at the end for a trailer. Some messages, particularly those 30 and 60 second messages, as well as those of five minutes and fifteen minutes, could be produced in such a way that there would be a high probability of distributing them as public service features.

CONCLUSION

Effective communication in this decade will not be accomplished by those who refuse to learn. The challenge before
us is not only to learn, but to use what is learned to modify, diversify, and multiply our messages. Change for the sake of change is an irresponsible attempt to escape from sameness and is unlikely to produce meaningful results. However, change that is made as a result of careful study is an indication of maturity and will increase the probability of our being effective communicators.
SPECIFIC PROPOSAL MEMO

Eugene Henderson

December, 1969
SUGGESTIONS FOR FIVE-MINUTE PROGRAM

by Eugene Henderson

The future of Herald of Truth programs absolutely demand diversification in both radio and television if we are to reach the audience desired. One of the first variations we would recommend would be the production of a daily five-minute radio program.

I. Advantages for radio diversification.
A. Experimentation in radio programming can be tried for a very minimum of expense.
B. Time for these broadcasts can be secured on a paid local or sustaining basis.

II. What others are saying.
A. Theodore Epp, Garner Ted Armstrong and others have continued daily religious programs for years.
B. In April members of the HOT staff met with Robert Pauley, President of Mutual Broadcasting System. Mr. Pauley was questioned about the idea of a "contemporary, five-minute religious daily radio program." He appeared to be pleased with the idea—time was offered for this program (if production meets standards) over MBS.
C. In October members of HOT staff visited with Mr. Arnold Johnson of Arnold Johnson and Associates. He described efforts of other religious programs to reach the public through a saturation schedule of 60 second spot "commercials". When asked about the future of 30 minute weekly television and radio programs he noted that the percentage of radio and television sets that are on during the hours religious programs are on are very few. He felt the future of the 30 minute programs are primarily limited to "devotional" programs. He expressed his feeling that the five-minute daily program was a good idea.
D. Among Churches of Christ today there is a stronger feeling being expressed that "Sunday only" programs are not doing the job. A daily message is essential if we are to reach the general public today.

III. Type of program recommended.
A. The five-minute daily radio program will have greater attractiveness to the listening public if contemporary themes are discussed in the light of God's message for man. News events of each passing day have many significant challenges for the man of God. By beginning with events of our day we begin where people are. We as God's servants may lead them to the real and permanent meaning of life as presented in God's message for mankind.
Suggestions for a five-minute program

B. The five-minute daily radio program requires a concise, crystallized presentation of the claims of Christ. More thought and study is required for a five-minute message than for a 30 minute message.

C. The times of broadcast for this type program vary with the area where the program will be broadcast. In seeking for sustaining time we must remember that "beggers can't be choosers." Generally speaking "desired times" are to be the first choice. Immediately before or after the noon news or market reports is also a good time for a radio message.

IV. Plan of Action

A. The speaker for a five-minute daily radio program is all-important for the success of the program. (I personally cannot envision a successful program without a full-time man who has no other responsibilities except this.) The speaker must have the ability to envision a world-wide view of man's needs. He must have sufficient knowledge of God's Word that will enable him to be God's man in every program. The speaker should have the assistance of a research person. While this may not be essential for the initial efforts of the program, I would recommend this as one of the first additions.

B. The programs should be recorded so that they could be played as quickly as possible. This would enable the fullest use of contemporary news events. Programs of special significance could be recorded and air mailed to the broadcasting stations.

C. Some programs of a more general nature could be recorded and used for stand-by tapes in the stations or in case of sickness or an extremely rushed schedule for the speaker.

V. Format.

A. The format for this program could be similar in nature to NBC's "Emphasis," or CBS's "Dimension." These two programs are five-minute network programs heard throughout the day. They deal with subject matter of special interest.

B. The program may or may not have musical introduction. It is highly possible that an extremely competent musical arranger could prepare a special "theme." The closing theme could probably be the same, only lengthened. During this closing announcements and credits could be given.

C. Offers from this program could be made for a week's supply of transcripts. Because of the purpose of these programs special booklets may be offered to listeners. These booklets should deal with subject matter dealing with the same themes as the programs themselves.
GENERAL RESEARCH - RADIO
STUDY FOR CBS RADIO SAYS YES, UNDERSCORES MEDIUM’S IMPACT

They tune in radio, but do they listen?

Seven persons out of 10 regard themselves as active, involved listeners to radio, while about two out of 10 tune in mostly for background music while they’re doing other things.

Whether they use radio as a “background” or “foreground” medium, however, they’re about evenly divided in their preferences between spoken commercials and singing commercials.

These conclusions come from results of a study being released today (Nov. 13) by CBS Radio. The study was conducted for CBS Radio by R. H. Brookins Associates, New Brunswick, N. J., and the findings are substantially the same as those in a similar study by the same firm and under the same auspices in 1964 (Broadcasting, June 29, 1964).

“We were careful to duplicate the 1964 survey in every detail, both as to questions [asked] and number and geographic spread of respondents of both sexes,” according to Harper E. Carra nine, radio research director for the CBS/Broadcast Group. “We wanted to know if our 1964 findings remained valid some three and a half years later. They do.”

Valuable to Advertisers • Mr. Carra nine said: “The fact that two studies, three and a half years apart, both indicate the same heavy preponderance of foreground over background radio listening is, we believe, important to advertisers. . . . It seems apparent to us that increasing concern over advertising effectiveness must naturally lead media clients to careful consideration of the involved listeners and where to find them.”

CBS-owned radio stations as well as the CBS Radio network are heavily oriented toward news, information and talk—the kind of programing generally associated with foreground rather than background listening.

The latest study, conducted last July, covered 2,531 persons 18 years of age and older, about 49% men and 51% women.

They were asked to indicate—as were 2,502 adults in the 1964 study—which one of three statements came closest to describing the principal role radio plays for them in their daily schedules: (1) “Keeps me company, entertains me and helps keep my mind occupied?”; (2) “Provides me with a pleasant musical background for other activities”; (3) “Keeps me informed regarding all the latest news developments.”

Those checking numbers one or three were classified as using radio as a foreground medium; those choosing number two were identified as background listeners.

In all, 71.1% were listed as foreground and 28.9% as background listeners (as compared with 70.7% and 26.8% in 1964). Of the rest, 4.4% were undecided (none undecided in 1964) and 1.9% reported no radio listening (2.5% in 1964).

Men More Involved • More men than women identified themselves as foreground listeners (77.2% of the men, 67.1% of the women), and it was also found that foreground listening increased with age (rising from 60.9% of the 18-24 age group to 81.6% of the over-54 respondents).

As between spoken commercials and singing commercials, 37.5% of all respondents preferred jingles (as against 41% in 1964), 36.9% preferred spoken commercials (37.6% in 1964) and 23.7% had no preference (18.6% in 1964). The rest—1.9% this year and 2.5% in 1964—rated themselves nonlisteners.

A higher percentage of men (41%) than women (32.9%) favored spoken commercials, which also were increasingly preferred in the older age brackets.

Foreground listeners leaned toward spoken commercials (40.9% favored this form as against 35.9% who favored jingles), while among background listeners the opposite tendency was evident: 46.4% preferred jingles, 30.1% preferred spoken commercials. About one-fourth of both groups indicated no preference.

Why the Choice? • Principal reasons given for preferring commercial jingles included “attract your attention” (indicated by 25% of those favoring this form); “tunes are catchy” (21%) and “easier to remember” (20%).

Among those preferring spoken commercials the principal reasons included “easy to understand and remember” (20%) and “create awareness, get your attention” (14%).
THE GENERAL DIMENSIONS OF BROADCASTING IN THE UNITED STATES

Broadcasting stations on the air

645 total commercial TV stations
47 TV station applications pending
176 total noncommercial, educational stations
821 total television stations
4301 AM radio stations
2157 FM radio stations
*7279 total broadcasting stations

* FCC, 10-1-70
Broadcasting, October 12, 1970

NBC Research Study

Radio emerged from a new NBC Radio research study with audience numbers rivaling the box-car figures that its biggest competitors use in selling.

In the course of a week, the findings showed, 111 million different adults, or about 90.5% of all Americans 18 years old or older, listen to radio. The 90.5% level was said to compare with TV tune-in by about 87% of all adults in a comparable week.

Independent radio stations were said to reach approximately 88.6 million adults in a week, the four radio networks and their affiliates approximately 73.4 million.

In a single day, the findings indicated, 75.1% or 92.1 million adults listen to radio, as against about 66% who watch television in a day.

The findings came from a three-year $150,000 research project designed and conducted by NBC to produce, for the first time, national radio audience figures on a cumulative, individual-listener basis.

NH and S Report

Despite the general increase in costs everywhere, radio has turned out to be a better buy today than it was at the beginning of the decade. Television, although increasing in cost for equal coverage between 1960 and 1965, had the smallest increase of all media that did go up.

There are conclusions from a study prepared by Needham, Harper & Steers, Chicago, on the cost, circulation and efficiency trends for major media from 1960 to 1965.

The report notes that in that period the bulk of increased national advertising appropriations went to pay for increased media cost rather than increased advertising volume. Overall, it says, national advertising costs have risen 23% while advertising revenue has gone up 30%.
According to the NH & S Report, the advertiser who put $1 million into network radio in 1960 had to spend only $921,400 in 1965 to get the same coverage. In spot-radio he had to put up $975,600 against the original million.

In television, nighttime network buys showed the smallest increase going from the $1 million base of 1960 to $1,092,500 in 1965. Spot TV went up to $1,116,500 and daytime network TV increased to $1,127,400 for the same coverage that $1 million bought six years earlier.
Radio has once again demonstrated its remarkable vitality and growth, despite the competition of television and the printed media of mass communication. New research was conducted, to demonstrate radio's superiority as an advertising vehicle.

One study left little room for doubt that radio, the lowest priced of the major media, is also the most underrated.

It isolated 48 factors regarded as critical in effective advertising and found radio at least equal to television and print on all 48--and superior on a few.

The report was by the independent research firm of Daniel Yankelovich Inc. on the basis of continuing research for ABC Radio.

President Daniel Yankelovich asserted, "the fact that radio did not do less well than television or print on any of the impact measures raises some doubts about the validity of some of advertising's most cherished rules of thumb."

"It challenges, for example, the assumption that television appeal to three senses (sight plus sound plus motion) must be three times as effective as the appeal to one sense--sight only for print and sound only for radio."

"It challenges the assumption that radio is low cost simply because it delivers proportionately less effectiveness for the dollar than the more expensive media."

"Presenting a serious message: Radio can add personal warmth and intimacy without interfering with the message."

"Creating a mood: Radio can offer greater stimulus to the listener's imagination."

"Presenting exaggerated claims: Radio can be used to present exaggerated claims with greater authority and credibility and without alienating the listener."

"Overcoming resistance to products with negative connotations: Radio can maintain a more favorable selling climate for somewhat controversial products."

"Reinforcement of favorable attitudes: (This) can be more readily implemented on radio; the pitfalls in visual reminders that generate unfavorable reactions can be avoided."

The researchers also found that there are some advertising approaches in which TV and magazines can be more effective.
THE SPECIFIC DIMENSIONS OF RADIO IN THE UNITED STATES

The CBS Radio study, by R. H. Bruskin Associates, found that 81% of U. S. adults listen to or watch more than four radio or TV newscasts on a typical day and placed radio's role at substantially higher levels than other, earlier research had indicated. Although TV outranked radio, newspapers and other media as a source of news, radio was shown to have high penetration and frequency in news listenership even among the most TV-oriented news audiences.

The NBC Radio study, based on Brand Rating Index data plus Sindlinger & Co. audience estimates, showed that existing or recent TV campaigns of six leading soap and detergent products fail to reach from almost one-fourth to more than one-half of their "heavy user" prospects. But it also showed that these homes—along with those that the TV campaigns do reach—could be virtually inundated with commercial impressions through a relatively inexpensive campaign using network radio news.

These came on the heels of a far-reaching, year-long study for ABC Radio that offered elaborate documentation of radio's commercial effectiveness, and it is known that other radio interests have new research projects under way involving various approaches.

The Mutual radio network, for one, has compiled and recently released some of the findings of a study dealing not only with total audiences, but also with their demographic characteristics. This date was primarily competitive, pointing up Mutual's claimed advantages over other networks, but it is known that Mutual researchers also are assembling information more applicable to radio generally.

The Radio Advertising Bureau also has several projects in progress. One, like the CBS Radio study, with radio's position as a primary source of news.

While the bulk of the total radio audience usually listens at home, at certain times of the day the away-from-home audience can reach as high as 52%, according to a survey of radio listening habits by the American Research Bureau.

The Beltsville, Maryland, research firm, which last year announced that it was moving into radio research (Broadcasting, November 30, 1964), last week released the results of its first radio listening audience survey. The analysis of radio audiences was conducted during the spring in five major markets: New York, Los Angeles, Chicago, Detroit and Washington.

The study showed that during an average week, radio reaches more than 83% of the metropolitan population which is 12 years and older between the hours of 6 a.m. and midnight. It also found that men, 18 years and older, represent the largest segment of the away-from-home listening audience.

Dr. Rudy Bertermann
Lutheran Hour
NRB, 1965
HOW TO USE RADIO EFFECTIVELY

Consider, if you will, the growth and development of radio. It was about forty-five short years ago that the magic of transmitted voice, music, and entertainment was electrifying the air waves. The public became excited, and the newspaper publisher was scared to death. (Sort of like what happened to radio when television came along.)

Certainly, the advent of radio was not mere chance. No, neither the invention itself nor its timing. Can there be any doubt that God clearly saw the events of the future, the up-coming obstacles of preaching the Gospel on the historically conventional basis, especially as it relates to world missions.

Radio, boundless in its ability to leap-frog every barrier, be it ignorance or political, and almost completely transistorized so to become an intimately personal companion to multiplied millions, is one of God's prime methods of preserving an avenue to the hearts and minds of the world for His message of redemption. On foreign shores especially, unprecedented opportunities appear to be opening for radio, concurrent with the closing of doors to conventional missionary work.

In God's unfathomnable omniscience, we believe He has provided the electronic marvel of radio as possibly the final great method for world evangelization. Moreover, we are confident that many of us in this room have a unique role to play in this - His plan. Over the recent past, radio has truly become universal.

Address: Arnold E. Johnson
Western Chapter
National Religious Broadcasters
Los Angeles, California
September 19, 1966
It is today a global medium, avidly listened to in the green jungles of the islands just as it is a constant companion to the multitudes in the world's teeming cities. Radio poses no literary requirements. Radio even reaches the blind. The ability to hear, probably the least restrictive of all of our senses, is the only ingredient necessary. A very substantial majority of the world's population is now included in this vast radio market... and the degree of penetration is growing. No other form of communication even comes close.

Discussion of Objectives

We sincerely believe from convincing demonstrated evidence, that it is possible to enlarge the number of hearers of our message by adopting proven techniques... techniques without which the modern day advertiser could not successfully survive in today's competitive market place.

The broadcaster could greatly increase his effectiveness through intelligent research. It could lead him to a wealth of definitive data even answering basic questions such as what you are doing right, and what you're doing wrong. Who are you reaching and what is the profile of your listener, in terms of demographics as well as religious characteristics? How large is your passive listening audience? And how might you stir some of these to active interest?

The modern day Christian like his worldling counterpart demands excellence of performance... Sure, your "product" is top-grade. But how about the package, its container? It is compatible with today's tougher listening requirements? Demands in this area are stiff, much more so than even a few years ago. We have television to thank for this. Are we reaching and influencing our maximum potential? Or, are we just praying that God will send in listeners... and supporters to our cause... and letting it go at that?
There are always the dedicated constituents who make up the hard-core circle of our loyal listeners and supporters. Any effort must have this group behind them. These are terribly important people. Without them a program probably couldn't exist. But beyond that relatively small group is a much wider circle which we might call our "potential reachables." These people need to be reached primarily for the sake of their own personal needs.

This group of potential reachables is made up of people with a wide range of interests, all the way from the nominal Christian to interested individual. This group then represents our primary market for expansion. Why so? These people have one thing in common...they are aware of a need in their lives. Quite possibly this need is only vaguely felt, imperceptible, unprecise. Maybe it is seldom expressed. But, if someone puts their finger on it, the person will know it. In this group are many who somewhere along the line have been touched by the Christian message. Anyone of a hundred experiences might have crossed their path affecting their life, softening the ground ever so slightly. With the right approach, the right invitation, many in this huge group can be induced to respond to a tune-in suggestion. How to trigger that interest is the question. By what means does one make initial contact to get an invitation before them?

This group of potential reachables is infinitely larger than the first; would you believe twenty or thirty or perhaps a hundred or more times as large? These can be considered the target market for The Program.

Then there is the still larger group, of course; the "couldn't-care-less" group. The world itself. An enormous segment which we have little real hope of reaching except for occasional incidents of God's sheer grace in action. Just as in advertising a secular product, the reason for little hope of success with this uninterested group is because it is virtually useless to try to sell people what they do not want.
This is doubly true in the realm of the spiritual. This large third group, with few exceptions, will not be reached by radio or by any other avenue until a sense of some kind of need arises or can be precipitated and pricked.


The starting place in the planning of product promotion is to be certain we have clearly established a good reason for the product's existence. Effective, and persuasive communication surrounding a product or service must have a platform based on sound reasons. Different advertisers achieve this discipline in different ways. But professionals often call this approach the law of the four tough little one word questions... what? who? why? how?...and he tries to deal with them in precisely that order. In marketing our product, a Christian broadcast, this equation constitutes a good basis for examining our promotional approach.

A. What. In attempting to sell something, we must ask what it is that we have to offer that deserves to be bought. This requires carefully defined objectives. After all, even with a radio program, we are going into an arena and competing for listening ears with a multitude of other things. The people we need to reach already have plenty of other ways to spend the precious commodity of time and interest. Thus, we need to ask ourselves, exactly why our program deserves attention. What can we offer...specifically? What do we have that is worth asking someone to change his habits to get? As we seek to touch and influence that much larger group of potential reachables, an objective examination is in order of the values of our broadcast vehicle. Put it in the critical context of other activities that beckon, wholesome and otherwise; and in the light of other opportunities and demands which face this potential listener daily.
Have we really made our effort contemporary? Does what you do and say meet a specific need? In terms of technical and program content, is it competitive quality-wise with what the world offers? A shoddy performance at the mike or in planning a program or anything less than the best, technically, is inexcusable when relating to the Gospel message. Be sure your vehicle, the carrier of the precious Christian message, is one hundred percent competitive in terms of quality, content and packaging. All right, let's assume we have a quality vehicle or format. . .that its contemporary. . .is professionally written and executed. In today's sophisticated age, it had better be. Otherwise, it will be pretty lonesome out there on the ether waves, and even more so in the future as the newer, more demanding generation replaces the old.

B. Who? Okay, we are satisfied we have a "What." Let's move on to ask ourselves the "Who?" WHO REALLY ARE OUR PROSPECTS? Let's be certain we are not restricting our effort to that first, small, inner-circle group of loyal supporters. To be sure, our "What?" will be more important and desirable to some than to others. But who are these people we are trying to reach with our product? Whether we're operating a station or producing a gospel program, we're not selling just inspirational entertainment. . .or Bible study, valuable as it may be. . .or even the world's most important message. Of course we're doing all of that. But if our assignment is to be effective, we've got to meet specific, individual needs. . .real honest-to-goodness, 1970-type needs. Our point of contact. . .like selling the sizzle, not just the steak.
We should be aiming at an expanded ministry and zero in on our huge market of potential reachables. Everybody needs our product, but we are kidding ourselves to assume that we can reach everybody with every program. In the context of a directed marketing plan, "everybody" can wind up being "nobody"...almost anyway. Name the target more precisely, pick up a rifle instead of a shotgun and identify with our real prospects more specifically. We'll never broaden the outreach of our ministry unless we can speak to and catch the ear of this potential reachables group and prick this need into action.

A commercial product never hopes to sell everybody. The real professional digs out the facts on who his best prospects are and then aims his promotion specifically to the peculiarities of that group. The marketer obtains a clear, concise picture of every characteristic of his best prospects. Then he homes in on that target with everything he's got...packaging, color, advertising, merchandising...every facet of his entire promotion is aimed at this target. He has researched and exposed the achilles heel and he is dedicated to zeroing in for the kill. No useless, costly scattering of shots for him.

C. Why. Assuming we have satisfactorily answered the "What?" and the "Who?" let's try to tackle the "Why?" This is tougher. It is double-barreled. You ask it twice and you answer it twice. First, you ask why your prospect should believe what you promise. What's your proof? You say you have something that is different and better. Why should your prospect believe you? The second "Why?" is just as vital. Why should your prospect attach importance to what you offer even if it is true?
Why in the world should he pay any special attention to you and whatever it is you think you have got for him? Remember, the average person is exposed to 1500 different messages or suggestions every day of his life. Competition for attention is stiff...terribly so.

D. How. We've defined the "What?"...what we have that is worthwhile. We have our "Who"...who these people are that are our best prospects, these potential reachables. We have a good grip on the double-barreled "Why"...why our prospect should believe what we promise and why our product deserves attention to speak to his need. Now the professional marketer would be ready to tackle the real blockbuster, How? And to concentrate on it and it alone. All foregoing is obviously worthless without effective execution. The How will take not a little creativity to implement effectively...to find the right formula.

At the outset, let's define the how as the planning of the copy and media magic that triggers a meaningful confrontation of the product and prime prospect...a meeting of the two. So, the how here relates to "How to do it." How do you flag the prospect's attention? How do you involve his self-interest? How do you turn his interest into conviction and action? Through what medium or avenue do you reach him in the first place?

The simple and obvious answer is to surround your broadcast effort with skillfully created and executed merchandising and promotion, and employ the selective vehicles of communication that your prospects are most likely to see. In the secular world, marketing people consider promotion indispensable...as much as their plant investment itself.
If you ever hope to get a hearing from that mass of precious souls that need what you've got... if you sincerely look to expansion of your ministry... budgeting for promotion is not optional. In this crazy, complicated world plunging deeper and deeper into secularism and total unconcern for the things of God, it'll be next to impossible to even maintain a current "share of the market" without taking concrete steps to attract new constituents.

Look at it this way. How are these potential reachables going to find you on the dial? In the Raleigh, North Carolina area, there are a bewildering 135 broadcast signals interior and exterior to that general radio market. In Chicagoland alone, there are 51 radio signals vying to be heard. With this plethora of competition, how do you hope to attract a fair share of prime prospects without somehow first communicating with them.

**Fixed Principles of Promotion**

"I guess the time has come when advertising and promotion has almost reached the status of a science. It is based on fixed principles, fairly exact. Causes and effects have been analyzed until they are fairly well understood. The correct methods of procedure have been approved and established. We know what is most effective, and we act on basic laws. Advertising, once a gamble, has thus become, under able direction, one of the safest of business ventures. Certainly no other enterprise with comparable possibilities need involve so little risk."

These are not my words... they were written by the famous Claude Hopkins in 1923. This man was considered one of the greatest advertising geniuses that ever lived.
Boiled down to its simplest definition, marketing and advertising is the business of art, if you please, of telling someone something that should be important to him. It is a substitute for talking to him. The proposition made to a prospect must have value. It must have personal appeal and be beamed at logical prospects... no one else matters. It asks for an order. An elder statesman of advertising, Fairfax Cone, asserts that these are the principles that define a desirable advertisement... one that will command attention and precipitate action. In the final analysis, isn't this the job cut out for us as custodians of the gospel message via radio... to command attention for our product. Then, after we've got it, to generate favorable action on the recipient of this product.
John Bachmann wrote as a member of the Study Commission appointed by the National Council of Churches, appointed in 1958 to study the use of the media for religious purposes in helping to shape our culture and standards of value.

Religious communication through either radio or television should always remember to seek for the common ground for agreement first, before suggesting the differences. Bachmann suggests: "The media are more likely to reinforce than to change attitudes because people tend to choose programs which agree with their existing views and interests. People will also remember far more when they agree, and forget when they do not agree with what is being presented." p. 34.

"Although the Word is not derived from man's nature or situation, it speaks relevantly to that situation because it is spoken by the Creator of man and his world. It does not consist of ethereal abstractions, but it says something which makes a vital difference in every aspect of life, contrary to the impression often given by the Christian community that it is an esoteric cult conversing in technical language about things totally unrelated to the world." p. 111.

In other words, Bachmann is stressing that the Bible must be communicated to man in a fashion, and in a language that man can understand.

Care should be taken in efforts to gain an audience that we do not allow ourselves to be caught up in the conformity of the world. Bachmann states: "The relevance must not become simply an accommodation to man's situation, reducing the Word to a psychological or sociological panacea. Christian communications should deal, not only with questions people are asking, but with questions they should be asking and will
ask, if given a little stimulation." p. 112. In other words, Christian broadcasting should deal with people where they are now, and lead them from their present position to one of sincere inquiry after the more complete way of God.

Bachmann quotes from David Read who says: "The preacher who is sensitive to the public at any given moment is always under the temptation of responding to a popular demand rather than demanding a popular response. In other words, he is eliciting, probably unconsciously, his message from those to whom he speaks, rather than witnessing to the truth of the entrusted message." p. 113.

WHO LISTENS TO RELIGIOUS BROADCASTS?

Who listens to religious broadcasts, and what can be accomplished by them? "R. J. E. Silvey, Head of the BBC Audience Research, in commenting on the results (of a study by the Audience Research Department of the BBC concerning the difference between listeners and non-listeners to religious broadcasts) said, 'While it is true that listeners to religious broadcasts are much more common amongst church goers, than amongst non-church goers, it is certainly not true that religious broadcasts are ignored by all non-church goers. We found that a quarter of them listen to religious broadcasts frequently and a further quarter occasionally. That, I suggest is a fact of considerable significant: it means that religious broadcasting is a means whereby the influence of Christian teaching and Christian worship is brought to bear in some degree upon half the people who are outside the churches.'" pp. 134, 135.

WHY DO PEOPLE LISTEN TO RELIGIOUS BROADCASTS?

"The BBC Reacher Study already quoted searched for reasons why people listen to religious broadcasts. They found that among persons over 65 years of age the most commonly endorsed phrase was, 'I find them comforting.' Among those 50 to 65 years of age another
reason was a close second, 'They help me to cope with daily life.'
Those between thirty and fifty gave almost equal weight to these
two reasons and to a third: that religious broadcasts, 'helped them
to understand what Christianity means.' Among the under-30's it
was the desire for help in understanding Christianity which was, by
an ample margin, most commonly endorsed." p. 139.

AUDIENCE BUILDING AND PROGRAM PROMOTION:

The value of local congregations and individual Christians
employing audience building procedures for programs is well proven.
"The same broadcasts which went without notice in one community where
the local congregation paid no attention to it produced measurable
results with non-church goers in another community where a congregation
integrated the broadcast into its over-all evangelistic efforts.
Several american denominations have had similar experiences with
nationally distributed television series. There is abundant evidence
that the element of local participation, discussion, study and action
in relation to broadcasts may be one of the greatests means available
for strengthening the impact of radio and television religious programs." pp. 144, 145.

WHO LISTENS?

"Broadcasting is obviously one means for making some contact,
no matter how limited, with numbers of persons who are not willing
to venture into a church building. Surveys indicate that every
national religious broadcasts attracts to its audience many more
non-church goers that attend the most popular evangelistic meetings.
The New Haven Communications Research Project concluded that three
out of five households watch or listen to some religious program
with regularity and that this three/fifths is not importantly different
from the two/thirds who do not listen." (See also Porken, Barry, and
Smythe, The Radio-Television Audience and Religion. New York:
INSTITUTIONAL ADVERTISING FOR THE CHURCH:

"Religious broadcasts may help to reflect a better image of the Church and of the activities of Christians in the world. This may be called a 'climate-creation' process of our advertising. One means of climate-creation is to convey a favorable image, in this case of the church and perhaps its clergy. This is comparable to the "institutional advertising" of industry, where no attempt is made to sell specific merchandise but the corporation is portrayed as benevolent and reliable." p. 124, 125.

PURPOSE OF RELIGIOUS BROADCASTING:

"Broadcasting is a manifestation of the created universe and of man's God-given ability to unfold the secrets of that universe. The fact that radio and television also become a reflection of our culture makes it all the more important for them to partake of man's redemption along with his creation. As we look into the TV picture tube we find ourselves looking into a mirror and realize how badly we need a frame of reference from outside ourselves, transcending our culture. This the Christian finds in the good news that God in Christ has re-established lines of communication with estranged man and has called him to resume the pilgrimage for which he was intended, in the world but not of the world." p. 173

MESSAGE CONTENTS

Leslie Timmins, Vision On!

"And if the message of the Resurrection victory over hate, violence and cowardice and death is to be preached, it must be delivered in ways in which people recognize that these are matters of life and death in the sixties."

"People unaccustomed to Biblical language, unversed in 'religious' terminology will, however, need to see such a message in terms which they
are, not where we want them to be." p. 18
"But those of us who are in the 'communications end' of space have a huge stake out there. For out there lies our future. Bouncing sound around the universe, filling the void with the name of God. Speaking His name as the angels that Isaiah saw in the temple--though the universe has become our temple.

Holy, holy, holy, Lord God of Hosts
All the cosmos is filled with His Glory!

"There's another implication--more mundane perhaps but telling--the Christian people have a stake out there. Actually, I don't think they knew what they were asking for when they laid their claim. Nevertheless, as a result of that outreach into radio and television, God has handed them a mammoth task. No longer can we blame a lost world on lack of personnel. For as long as I can remember someone has been telling me that missions consisted of men. In other words, fulfillment of the Great Commission of Christ lay in one direction only--the more foreign missionaries we had the more nearly we were fulfilling the Great Commission. This of course is no longer completely true. More missionaries is not the full answer to the winning of this world. The answer lies in space, in the transistor, the transmitter--so that the stars themselves can sing together--and fight together against the modern Sisera of atheism, materialism and spiritual ignorance." (pp. 2-3)

"Consider the unmanned spacecraft, Mariner IV, whose mission was so highly successful just this Summer. After four months' journey, Mariner IV reached that mysterious red planet, Mars. On the way it had responded to radio borne signals from the earth to correct minor errors in its flight path. Upon reaching its destination, it began sending back radio and television signals of its own--across 134 million miles! Scientists at the Jet Propulsion Laboratory in California, interpreting the radio reception, could tell most of what they wanted to know about the atmosphere on Mars--even without the television pictures.

"Then came the first of the television pictures, a line at a time, showing Mars at close range, from a variety of angles. They were exploring another planet, without the risking of a single human life! (p. 26)

"But one thing should be unquestionably clear. Every new step into space also brings a new development in the technology of radio and television communication. If radio beams and television pictures can be sent and received across 134 million miles, so accurately and clearly that a scientist can read the exact elemental breakdown of another planet's atmosphere, then the time of daily, worldwide, live broadcasting of programs of all types, in all languages, is upon us." (p. 27)

CRITERIA FOR DAILY RADIO - HERALD OF TRUTH

Objectives
Writer/Speaker
Format
Audience Analysis
Schedule of Production
Sample Scripts
SPECIFIC OBJECTIVES OF DAILY RADIO

Speak of events, historical narratives, fast-moving plots. Avoid abstract "word definitions" and attempts to wring scriptures dry. Refer to the range of human interests as broad as the interests of the potential audience.

Dialogues, interviews, phone conversations, reader mail, references to family and personal life may be tactfully and sensitively included in short spots within the sermon, so it won't have to be you doing all the talking.

Speak to, but also beyond, the floating audience of religious "opium addicts" who turn the dial from preacher-to-preacher. Aim at the casual turner. He must be arrested and he must resist turning on over to the music he was looking for when he stumbled onto the Herald of Truth.

It is more important to publicize issues and themes rather than the radio speaker's personality. The concerns and interests in guilt, violence, peace, abundant life, security, sex, race, poverty, affluence, anxiety, corruption, war, etc., etc., are already built into people, and to treat them clearly and helpfully will gain an audience ore quickly than selling the personality as the primary feature. Famous personalities make up only one concern among all those mentioned above. Whereas this field is quite crowded, the person who can address these themes courageously and sensibly will have the field virtually to himself.
Several men of considerable ability were considered for this assignment. Some factors were paramount in selection:

1. Availability for full-time attention to the task.
2. Spiritual discernment and personal integrity.
4. His successful ministry in previous appointments.

Other general factors, subjective judgments, but carefully considered, were also given priority in selecting the man to fill this role.

1. He must identify with the people he is attempting to teach. "All things to all men, that I may by all means save some", according to Paul.
2. He must know himself — does he love the lost men he seeks or does he want pre-eminence.
3. He must know the people to whom he is preaching.
4. He must be acceptable to people — persuasion flows most readily between equals. Paul called his equals "brethren".
5. He must make himself known. He cannot be "aloof" from people and be effective. Jesus said, "Let your light shine before men."
6. He must love the people among whom he is preaching. Love begets love; it cannot be hidden, neither can it be feigned. Origen said, "Love me, and say anything to me or about me you like."

Landon Saunders, from Corning, Arkansas, is the man we consider best equipped to fill these basic criteria.
In considering the package for this program, several attributes are considered necessary to a successful daily program:

1. The program acceptance would be based on the ability of the speaker to create a mood of being an invited guest in a home or car.

2. This acceptance will be most readily received by a "conversational", relaxed delivery.

3. One central idea in each program would be attempted.

4. Each daily segment would be a part of a five or ten day package.

5. The attempt would be made for a cumulative effect. Each day contributes to the next day's broadcast.

6. Strong personal identification from audience to speaker will be the goal.

7. Emphasis on write-in contact will be stressed.

8. Each program will envision a "narrow" audience (housewife, businessman, commuter, etc.).
AVERAGE QUARTER-HOUR AUDIENCE
MONDAY-FRIDAY AVERAGE
INDIVIDUALS VS. HOUSEHOLDS
BY SELECTED TIME PERIODS

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Individuals</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m.-9:00 a.m.</td>
<td>25.3%</td>
<td>40.7%</td>
</tr>
<tr>
<td>9:00 a.m.-1:00 p.m.</td>
<td>15.7</td>
<td>28.5</td>
</tr>
<tr>
<td>1:00 p.m.-5:00 p.m.</td>
<td>14.7</td>
<td>27.1</td>
</tr>
<tr>
<td>5:00 p.m.-7:00 p.m.</td>
<td>17.9</td>
<td>29.6</td>
</tr>
<tr>
<td>7:00 p.m.-10:00 p.m.</td>
<td>9.7</td>
<td>17.4</td>
</tr>
<tr>
<td><strong>ALL DAY AVERAGE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00 a.m.-10:00 p.m.</td>
<td>15.9</td>
<td>27.7</td>
</tr>
</tbody>
</table>

This chart provides us with a general guideline to time periods for a daily radio program. Early morning times, drive times (7:30 - 8:30 a.m. - 4:30 - 6:00 p.m.), availabilities around news times are prime targets for daily radio. These times are planned for Monday through Friday 5 days a week.

Source: All-Radio Methodology Study, National Association of Broadcasters, p. 22 (1970)
SCHEDULE OF PRODUCTION

October - Approval of concept and writer/speaker
November - December - Further research by Landon Saunders
January - June, 1971 - Creation of 130 programs
March - June, 1971 - Securing of stations for broadcast
January - December, 1971 - underwriting costs
RAW SCRIPTS

Landon Saunders
September, 1970
I want to try a little mental experiment.

Wouldn't it be something if you could step outside yourself, ascend a few miles in a helicopter, and then observe yourself? What an experience!

Let's take a housewife, for example. Suppose you could rise and hover somewhere above yourself and watch all the things you do, in fact, watch your whole life take place. Your every moment. Hearing your voice. Even peering into the very depths of your being to see the motives, to see what makes you tick, why you do and say the things you do.

You see yourself awakening... time to get up... get your husband off... children up, fed their bowl of cereal... off to school. Now you settle back for your last cup of coffee... beds must be made, dishes to wash, floors to clean, maybe a baby to take care of. Or, maybe you just sit, time on your hands, bored with your existence. Not a very pretty future. In day after day of the same routine, get up, get everyone off, wash and clean and cook... day in and day out.

There you are now...

You see yourself doing all your daily chores. The sun rises and sets, rises and sets. Children crying, husband complaining. Illness. You're expected to do all the suffering... with no complaints. You do all the giving. Is it fair? Is this the place of women?

Day in and day out... you watch your days come and go. You're getting older. Hair turning gray. Children marrying, rearing families. Now it's just you and your husband again. As you continue your watchful vigil over your life, your husband suddenly collapses. Dying! Alone... alone. More days pass. You become ill. You're gone. That's your life - Now! Some question...

For what did you live? What did you accomplish? Was your life one of dreary wandering? You could see certain values but no real direction. Why the changing te baby, washing the dishes. Why worry over the children. Why keep a clean house.

Why? What's it all for? Isn't there a larger vision for life, larger than all of these day by day happenings? What is the background of life? Where does life come from? Where is it going? Can there be some fundamental, logical background to our existence?

A life without vision is a life without perspective, without meaning, without direction. No common thread to which you relate your experiences. Headed nowhere. No background from which to interpret your existence. No wonder you're bored!

The very thought is depressing. So, you reach for the pills... or maybe a bottle.

Isn't there another way? Is watching your self go through life the same as watching your pet dog go through? The same dog never reaches for pills. The dog isn't conscious of all those things that trouble you. You're conscious... and that makes a tremendous difference! Your being has a center, a depth that enables communication to take place... spoken and unspoken... words... love, even hate. Out of that center, that depth, come feelings of frustration, boredom, discontent. If you only had a vision large enough, and meaningful enough to encompass the depth, the center. What would it be? Can things reach that part of you? You may be surrounded by pushbutton appliances, all the luxuries of life, yet you have that empty, unfulfilled feeling. What about your family? Can it reeh and satisfy that part of you? Can social involvement heal your inner wound?

So many of you have all of this, in large measures or small... yet, you're unsatisfied. Why? None of these, important as they are, things, family, society, offer a vision large enough to give meaning to your life. Could they be of the wrong substance? Your vision should be of the same substance as the center of your being, as the depths from which your dissatisfaction arises. That is not a material center. Then what is it? You know, maybe there's something to the spiritual after all...
WITHIN US, YET BEYOND US...

Strange things are afoot around this human species! I don't know for sure all the things involved that account for it, but I do know there's something mighty unique about man... and there's something mighty strange.

Take the way you stand off from yourself, conscious that you are a self, a person. You have that unique quality that enables you to look consciously at yourself. Nothing else in all the world is like that so far as we can tell.

Then there's the way you choose. It isn't the choice itself that so much startles us but rather the way we view our choices. We evaluate—of all things! We judge them. And, we judge ourselves on the basis of them. "That was a good decision." Or, "You blew it that time." We presuppose a standard of some kind by which we measure or resolve. That's strange...

And bend a thing like peace for a moment. Some believe peace is simply isolation from the storm, withdrawal into calm water. They think of quiescence and placidity. But, there is another kind of peace, a peace that is right in the midst of violence, even bloodshed, even even the possession of this man's own blood being shed. Isn't it strange that man is capable of such "insensitivity", that he has some quality that enables him to enjoy things like this peace, something that enables him to transcend the activity, the violence of the moment and event and know a real peace, something within us that enables a very valid and a very genuine diminution of violence that is so unlike that of an annihilation or, any other man, for that matter.

Suffering is something like what we're trying to say. Some sufferers scream their agony to all who will listen... or simply scream into the air whether a zone is listening or not. But, I'm thinking of a fine woman just now. She lives in great pain... but, she's so beautiful. When you are with her, you hear a lovely song rather than a horrible scream. Something very noble, almost majestic, plays around her. Stoicism won't account for it. Neither will surrender to fate. No, there's something else, something from within her... yet, almost beyond her, that holds her, gives her understanding and meaning. It's that same something that gives a man peace in the midst of violence, that somehow enables to evaluate and judge our choices, that is considered of self.

But, we mustn't forget to say a word about death. I've watched persons die. I've watched annihilation. I've watched plants die. There is something in death that is a thing away from us, that we can't seem to release, that we can't clutch to ourselves. Change is something in death that keeps moving away from us.

Death isn't between me and the person dying. It affects me, but somehow, it isn't between me and the one dying. It transcends in some strange way this temporal setting. It is finally an event between the person dying and something else, something that seems to reach in from the other side. It is more than a physical happening. It goes beyond all that.

I didn't mention it at the beginning, but this same "otherness" appears in birth. Man is much there... but something beyond man is also there. Something intensely personal emerges at birth, a person that is more than an arrangement of cells and organs, bound in skin. Something is there of the earth... but something is also there that can't be explained in terms of the earth, matter.

You know... when you get to thinking about it... there is a very real part of us whose origin cannot be explained simply in terms of earth. We have to stretch beyond ourselves to really understand. Jesus said, "If I told you earthly things and you do not believe, how can you believe if I tell you heavenly things?"
Man is often unsatisfied to live inside himself. He is always trying to escape himself, to get outside, to touch another reality...different from the one in which he lives. You might call it a desire to touch a Reality that life behind reality.

A startling example of what I mean recently cropped up in the Charles Manson trial in California. Miss Kasabian, a star witness, when asked why she used drugs, answered: "To find reality."

I recently received a very similar answer from a young man in Jerusalem when I asked him why he used drugs. He said with deep emotion: "To find the real me."

Various forms of drugs are often used in an attempt to escape a self that seems hopelessly enmeshed in a very ordinary dimension of reality, an attempt to take a "trip" outside self into a very extraordinary dimension. You know you can only go so far in time, geographically. But, the possibilities of this inward "trip," this inward journey, are infinite.

Why is it that so many want out? There are so many evidences of it on every side. A young person in his teens finds his own existence often unbearable. The noise of his own existence life is just too much, so what does he do? He gets his rock music, turns the volume up to a deafening level, and he "enters in" into the total experience. He can almost step outside himself for a moment...and he has some respite...Or, he turns to speed. With a fast and personalized car, he extracts the last bit of power out of it, almost entering the machine itself, the speed...and he feels better. Even movement itself offers some containment.

During this teen period, a person becomes a separate entity, he establishes his own identity. So he must face himself, accept himself, assert himself, and he is forced to a certain inwardness...and he cannot look for long...he wants out.

What is this about that wants out? Isn't this the problem of the compulsive drinker? It's behind the pep pills. All of these things speak to us...drugs, drink, pills, speed, the rhythm...they all speak to us...if we could only hear them. They have a message. They tell us something about ourselves.

They tell us we are not all material. We are not simply educated -material. Something is in us that is not in anything else we know. Something is in us that the offerings of the world cannot reach and satisfy. And, that something seeks identity with another something that seems to lie outside us...so that these two somethings are seem to be of the same substance. And that substance isn't material; it isn't a thing in the ordinary sense.

At a point we really need direction. Could I suggest something about Jesus just here? He calmed to be from "out there." He calmed to come from a "Father" out there." And, He believed He could put that something within me and that something out there I want to identify with together. He knew both of them, and He said He could put them together. He called the new life that resulted from His offer to merge His life with ours: eternal life, a life that touched the "here" and the "there," a life that reaches me in my inner depths, down where I hurt, down from where I seek escape, and He said it's like a well of water springing up within me. You may not believe this, but you'll have to admit—it sounds great. But, you'll have to think about it...and decide...if you want to...
COST OF PRODUCTION
COST ESTIMATE OF FIVE MINUTE DAILY RADIO PROGRAM

Productions:

Studio, editing, etc.
5 hours per week - $85.00 $4,420.00
Tape (master) 3.95 205.40
Initial Tape Supply 5 per station on average, 40 stations 200 @2.00 400.00
Loss due to non returns 30%
12% per week @ 2.00 24.00 1,248.00
Postage & handling 40 @ .10 208.00
Tape dubs on estimate of 40 station @ .84 1,747.20
Contingency/Miscellaneous 871.40 $ 9,100.00

Station Cost:

Sustaining -0-
Paid Locally -0-
Experimental 10-15 estimate 50,000.00 $50,000.00

Staffing:

Speaker (L. S.) 12,000.00
Secretary 4,300.00
Response Clerk 3,600.00
Employee Provisions 640.00 $20,540.00

Response:

Materials 6,000.00
Travel 4,000.00

TOTAL $10,000.00

$89,640.00
METHOD OF FINANCING
METHOD OF FINANCING

The daily radio program is to be a part of the total budget for 1971, and financed from the income received in that year.

Concentrated fund raising efforts in these areas are proposed:

1. Special presentations to churches in the Northeast Arkansas area by Saunders, assisted by Eugene Henderson.

2. Expansion of church presentations into other areas that know Saunders, such as Southern Missouri, Western Tennessee, Eastern Oklahoma.


The potential from Arkansas churches alone is in the probability range of 60% - 70% of the total-$63,000. The other 30% - 40% sources will be from other areas who are acquainted with Saunders, and from mail solicitation - about $27,000.
EVANGELIZE

by

Dr. Arthur M. Climenhaga
Executive Director
National Association of Evangelicals
Wheaton, Illinois

Give us an act for this urgent hour,
A deed of faith, a work of power,
A way to proclaim the Word all need,
A path to that Word which all may heed,

What is that Word which God will bless
To this modern man under sin's duress?
Tis the Word in Christ and Bible seen,
Evangelize is the task supreme!