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Heartbeat special edition

Baxter interview

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Batsell Barrett Baxter is among those who acclaim the presence of "Heartbeat," Herald of Truth's daily one-minute radio program, on the NBC network as a "breakthrough" for the churches of Christ.

"If I were choosing a spot in all of radio time I could not choose one that could be more appealing than that 60 seconds in the middle of NBC news on the hour," Baxter said. "That is truly a breakthrough."

A noted preacher, educator and radio and television evangelist, Baxter has over ___ years experience in mass media evangelism, most of it as a speaker for Herald of Truth radio and television programs.

Baxter believes that the daily program is a valuable means of getting people's attention so they will stop and question the meaning of life.

"These one-minute spots are the opener. I think of an old statement, 'People don't care how much you know until they know how much you care.' This program conveys that we are concerned, that we care, and that here is a source of help for some of their deepest problems," Baxter said.

Baxter is especially confident that Landon Saunders, speaker and writer for the program since it began in 1972, is the best man in the brotherhood to do the daily broadcasts.

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Baxter

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"Landon has spent more time than any other person I know just thinking, reading and praying about reaching people who do not go to church and do not listen to religious programs--this is his particular area of expertise and talent," Baxter said.

He is also endowed with some personal qualities that particularly qualify him for this task. He has time for people. He loves people and has a voice that says that."

In illustrating this point Baxter relates an incident where Saunders stopped and talked to a young man at the Nashville airport despite the fact that Saunders was literally running to catch an airplane. "Even in a hurry he had time for a person who wanted something--probably very unimportant, maybe directions or something else--but he had time for him."

Baxter is confident that the program will succeed on NBC and accomplish great good. He hopes other Christians share his confidence and support the NBC opportunity with their prayers and financial resources.

"I hope my brothers and sisters will have enough confidence and trust in us to let us use their money and take advantage of their prayerful support," Baxter said.