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Memo for Expanding Herald of Truth to Include a Five-Minute Program

Eugene Henderson

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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.

- 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 "beggars 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

They tune in radio, but do they listen?

STUDY FOR CBS RADIO SAYS YES, UNDERSCORES MEDIUM'S IMPACT

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. Brusk-in 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. Carraire, 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. Carraire 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 22.6% 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 (75.2% 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 non-listeners.

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%.

NH and S Report

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.

THE SPECIFIC DIMENSIONS OF RADIO IN THE UNITED STATES

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 data 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

RELIGIOUS RADIO RESEARCH

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 unfathomable 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

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.

What? Who? Why? How?

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 so 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.

Bachmann, John W. The Church in the World of Radio-Television.
New York: Association Press, 1960.

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 suggest: "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.

CONTENT OF MESSAGE, IMPORTANCE OF,

"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 significance: 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 measureable 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 greatest 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: Harper and Brothers. 1955

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 can understand. We must accept the discipline of beginning where they

are, not where we want them to be." p. 18

RADIO, And Evangelism

"But those of us who are in the 'communications end' of space have a huge stake out there. For out there lies our future. Bounding 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 Siseras of atheism, materialism and spiritual ignorance." (pp. 2-3)

Stevens, Paul M. "A Stake in Space." The Beam, Vol. 16, No. 9 (September, 1965), pp. 2-3.

RADIO, Its Impact

RADIO, Its, Impact

"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)

Johns, James T. "Southern Baptists and the Space Age." The Beam, Vol. 16, No. 9 (September 1965), pp. 26-27.

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.

WRITER/SPEAKER

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.
3. Knowledge of Herald of Truth ministry--history, objectives, working relationships internally.
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.

FORMAT

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

	<u>INDIVIDUALS</u>	<u>HOMES</u>
7:00 a.m.-9:00 a.m.	25.3%	40.7%
9:00 a.m.-1:00 p.m.	15.7	28.5
1:00 p.m.-5:00 p.m.	14.7	27.1
5:00 p.m.-7:00 p.m.	17.9	29.6
7:00 p.m.-10:00 p.m.	9.7	17.4
ALL DAY AVERAGE		
7:00 a.m.-10:00 p.m.	15.9	27.7

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)