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Two Steps Fundraising Letter

Herald of Truth

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TWOGIANTSTEPS

For sixteen years we have tried again and again to secure broadcast time on the NBC Radio Network, but the door was closed tightly because of their rigid policy of broadcasting only five religious programs each week. The officials of the network repeatedly stated that they saw no possibility for time availability for the Herald of Truth on the NBC Radio Network -- the network with more 50,000-watt-power stations than any other (a total of 23).

But then a little more than a year ago, like a bolt of lightning out of a summer sky, there came the hint that the door might be opened. From that first hint in May of 1966, every single month, and almost weekly, we have done everything we knew to do to make this dream come true.

NOW THE TIME HAS COME! At 8:30 a.m., Sunday, February 4, 1968 -- the sixteenth anniversary of the first network broadcast of the Herald of Truth -- the program will have its premier on the NBC Radio Network.

This is the opportunity that comes only once in a lifetime, or at the very most, once in a generation. We are staggered by the magnitude and scope of this offer, and we have no choice but to ask for your counsel, prayers, assistance, and support in this time of critical decision.

As you know, we have just committed by faith an almost 50% increase in the television budget for 1968. Since August we have been meeting with literally thousands of brethren, asking for their advice on a very new and exciting television format. This format, featuring Batsell Barrett Baxter, involves dealing biblically with the burning issues of our life and times. We have received unprecedented and overwhelmingly enthusiastic reaction to this new project. In fact, we suppose better than 95% of the brethren with whom we have counseled have urged that we take this giant step forward in television.

This was a series which brother Baxter, more than any other series, wanted to make. Of course, our hearts stood still when we received the telephone call reporting that his doctors urged a second major operation. The first operation had resulted in the removal of a cancerous section of the intestine.

You and many others of us waited with prayerful, baited breath for reports of the result of this second operation. Thanks be to God the report was good! The tumor was benign.
But, still, he was weak; and as a result of the operation, he lost much valuable time. There was a very serious question as to whether or not he could make this television series. But he believed so strongly in the impact that this series could make for the cause of Christ that he convinced his doctors, the elders of the Hillsboro church, and the administration of David Lipscomb College that he should be allowed to go ahead with the plans.

We are moving full steam ahead to begin production at once on what we believe to be the most dynamic television series ever planned for the church, in order to have prints in the fall.

So this was one giant step within itself--a step by faith because these additional funds were not committed.

But now comes this second giant step. To enter into this contract with NBC, we must have approximately an additional $200,000.

In taking these two giant steps, we must secure $500,000 over and above the funds that are already being contributed regularly to this work.

As you can see, these are momentous decisions that involve no little money. We are faced with a deadline of not weeks, or even days, but literally hours; for now by accepting this unprecedented opportunity, we must have your immediate assistance.

We know we are making a difficult request; but in all good conscience, we could not turn aside from such opportunities. We also realize that this request comes at a very busy time, but these are opportunities that will wait for no man.