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Winter 1968

# Herald of Truth Magazine: Winter 1968

Herald of Truth

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**A**

**nswers**

**to some**

**Q**

**uestions**

**you have probably asked yourself about the  
Herald of Truth radio and television ministry.**

Herald of Truth Magazine is published quarterly by Highland Church of Christ, Box 2439, 425 Highland, Abilene Texas 79604, in the interest of worldwide television and radio evangelism and the Herald of Truth programs. This magazine will be mailed free to those making a contribution to this effort.  
A. L. Haddox, Editor • Volume XVI No. 4

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## Preface

Nearly every day a letter comes to us asking for information about one aspect or another of the Herald of Truth ministry.

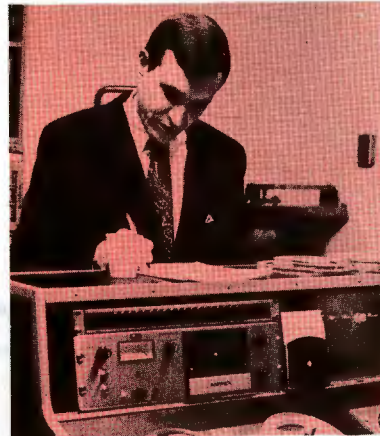
Here, in a few pages, are presented a number of questions often asked, along with brief replies. It's very likely you have asked many of them yourself.

May this Question and Answer booklet be of help to you in understanding the goals, the organization, the production schedules, the responses, and the financial policies which guide us in reaching the lost through radio and television.

*Elders, Highland Church of Christ*



Monroy



Chalk

*Heralding the truth on television are Batsell Barrett Baxter and Robert Holton; on radio are John Allen Chalk and, on Spanish-language broadcasts, Juan Monroy.*



Holton



Baxter

# 1

## The Message and Medium of Herald of Truth

*Questions and answers concerning our purposes and goals*

### 1. What are you trying to say in the Herald of Truth Radio and Television ministry?

The message on Herald of Truth broadcasts is the gospel of Christ. We preach freedom from spiritual bondage through Jesus Christ. Obeying Christ the Lord creates reunion of man to God and man to man. The new birth leads to a new life of thanksgiving through worship and deed.

### 2. Is a "mass media ministry" any different from pulpit preaching?

Not as far as the basic message is concerned. The style and methods are considerably different. Radio and television reaches people one at a time or at the most, a family at a time.

### 3. If you don't use the format of a worship service, what can you use?

Instead of following the format of a formal congregational worship, we must realize that listeners of a Herald of Truth broadcast may be at home, in a car, cooking, working, or relaxing. Herald of Truth programs can thus become more personal, like a family devotion, one's own private study period, or a talk with a friend.

### 4. What kind of people listen?

Many have religious backgrounds, but many do not. The gospel by radio and television reaches into prisons, hospitals, homes, and automobiles — to people who might never enter a church building.

### 5. How do you try to reach nonreligious people?

By combining two ideals: 1) a simple, direct message of the gospel; 2) a message related to issues of central concern and interest to many. Bible courses and sermon transcripts are used to supplement the spoken word.

### 6. How do you try to reach people with religious backgrounds?

By careful use of Scripture, encouragement to enroll in Bible courses, invitation to

discuss Bible-related questions, offering sermon transcripts, and through contact by Christians who make personal visits.

### 7. Do the Elders of the Highland church intend to diminish its "evangelistic" approach through the Herald of Truth programs?

No. The message of Christ and the Scriptural response man must make are presented in every radio and television program.

### 8. What about baptism?

Scriptural teaching on baptism, because of the evangelistic nature of the program, is included in every program.

### 9. Will Herald of Truth deal with issues with social implications?

Wherever sin is committed, the gospel of Christ is needed and has power. Herald of Truth speakers will "declare the whole counsel of God."

### 10. How can congregations cooperate and still maintain their autonomy?

Autonomy means, briefly, that the Highland church shouldn't tell other congregations what to do; neither is the Highland church under authority of any other congregation. Any evangelism, benevolence, or worship that we can do as individual congregations, we can do together, as long as such cooperation is voluntary. The Herald of Truth ministry is proof of the exciting and far-reaching results obtainable by churches working together.

### 11. Moving from matters of organization, what about the inspirational aspects of the programs?

Use of sight and sound will be continued on radio and television to recall to the listener and the viewer the beauty to be found in the world God created, in sacred music, in the spoken word, and Holy Scripture.

### 12. Can you really preach the gospel on radio

and television, or does the "medium" distort the "message"?

Mass media does require the appropriation of sight and sound as indicated above, but our faith in the timeless gospel frees us from the pessimism of those who believe radio and television might "corrupt" the faith once for all delivered.

**13. Why continue to preach on radio? Isn't it going out of style?**

There are 160 million radios in American homes (an average of three per home) and another 60 million in American automobiles. Of all Americans over 12 years, 95% listen to radio an average of 17 hours a week. Businesses spend millions of dollars annually reaching the consumer through radio. For Peru's 12 million inhabitants, there are more than 600 radio stations, and radio reaches the ears of virtually every man, woman, and child in the country. In Guatemala, six times as many people listen to radio as read newspapers. Black Africa, which had fewer than 400,000 radios in 1955, has at least 6,000,000 today." (*Time*, November 24, 1967, p. 45) The best is yet to come for radio.

**14. Hasn't radio changed a lot? Nobody listens to "programs" anymore — quiz shows, soap operas, etc. — just music and news.**

The "new radio" is greatly different from twenty years ago. The phenomenal rise of the "talk show" proves that people still will listen to discussion of ideas on radio.

**15. Do you ever change from the standard "program" format?**

Among the changes under consideration are an increase in the quality and priority of music, a more informal delivery, use of interview and documentary techniques, and development of FM stereo a cappella music programs.

**16. And television — can you hope to compete with the multi-million-dollar spectaculars?**

Not at the present. Some commercials cost

\$60,000 a minute. Herald of Truth television programs are produced for less than \$500 a minute, but do compare favorably with other religious programs. The professional production techniques used on Herald of Truth continually draw compliments from the TV industry.

**17. Herald of Truth television has made some pretty drastic changes in its format — news-reel footage of current events, etc. Why?**

Most television viewers will not sit and watch a talk for thirty minutes any more than you would invite a stranger into your living room and listen speechless to him for thirty minutes. Commentary on current spiritual problems and moral issues can be illustrated vividly and thus make it easier for the viewer to follow the train of thought.

**18. Why do you sometimes bring up the ugly side of life on your programs?**

Faithfulness to the Bible demands that we deal with suffering, evil, moral corruption, and ugliness, first in an attempt to cover it with the love of Christ; second, for the growth of our own souls through awareness of need; and third, to come to know more about the nature of God as we struggle with evil, suffering, and death.

**19. How does Herald of Truth compare with other religious broadcasts?**

NBC has chosen Herald of Truth as one of its five religious broadcasts. Herald of Truth radio is heard on more NBC outlets than any of the other programs. Currently 145 television stations are using this program, and 534 radio stations are in our current log.

**20. What does the future hold?**

The possibilities are almost beyond imagination. Already in various stages of research are the following breakthroughs:

- A one-hour, prime-time television special in more than 100 major cities.
- Children's programming: a fully animated Bible story series for Saturday morning viewing, based on the popular syndicated Sunday newspaper series, "Tales from the Great Book," read by 43 million people weekly.
- Continued expansion internationally. Our goal is to broadcast in every Central American country. Just this month, for the first time in the history of Spain, the gospel began to be broadcast over two stations, and another in Portugal. A goal of every national capital has been set.
- FM stereo: the rich beauty of the finest a cappella music available is our goal to fill the needs of eager FM stations who will carry the programs without cost.

# 2

## Meet the Twenty Overseers

*The Role of the Highland Elders*

**1. How many elders are there in the Highland Church of Christ?**

Twenty.

**2. What types of occupations do the elders hold?**

Seven have their own businesses: Hoyt Blodgett, B. G. Clinton, Foster Cox, W. L. Fletcher, H. E. Hart, W. C. Smith, and A. A. Wade.

Six are employed in key positions in local firms: Bob Branch, David Fry, J. T. Glaze, Roy Lewis, Cliff Ritchey, and Leroy Norman.

Two, Jim F. Harper and Neal McClesky, are school officials.

R. W. Varner is a medical doctor.

Robert L. Hart is a certified public accountant.

J. M. Patterson and Lewis Smith are retired.

A. L. Haddox is a supported elder, employed by the Highland church.

**3. Who are the elders who have served longest?**

J. M. Patterson, over 20 years; W. C. Smith, over 30 years.

**4. Are new elders appointed from time to time?**

Yes. Just this year eight new men were added.

**5. How many hours a week do the elders spend in church responsibilities?**

Most elders spend as much or more time with the local Highland program as they do with the Herald of Truth ministry.

**6. What do the elders have to do with the rest of the Highland program?**

Each elder heads at least one committee and serves at least one other committee.

**7. How many elders have preaching experience?**

Four preach by appointment. Others are active in personal evangelism.

**8. Do the elders review radio and television scripts?**

Yes. Every radio and TV script is read. TV "interlocks," the first step where picture and sound are joined, are also reviewed.

**9. How do they read the scripts, in a meeting, or what?**

Each of the elders is given a copy in advance of approval. If changes are suggested, as they are individually polled, the rewritten parts are approved later.

**10. Do they make many changes?**

Almost every script receives some correction. Complete rewriting is not rare.

**11. Do the elders discuss the changes?**

Each suggested change is openly discussed, then a decision rendered.

**12. How do the elders handle correspondence with brethren in other congregations?**

Correspondence is handled by the elder who is corresponding secretary for the year. He may offer it for consideration by the elders, answer it himself, or delegate a staff member to handle it, depending on the nature of the letter.

**13. What is the elders' role regarding finances for Herald of Truth?**

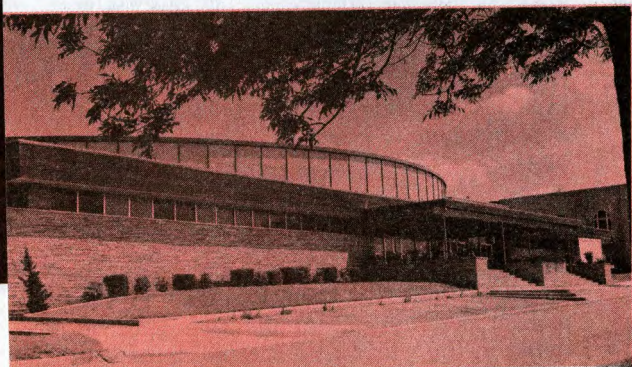
Checks are signed only by an elder. Budget is approved only after studying recommendations by the Radio and Television Committee.

**14. How do the elders delegate responsibility?**

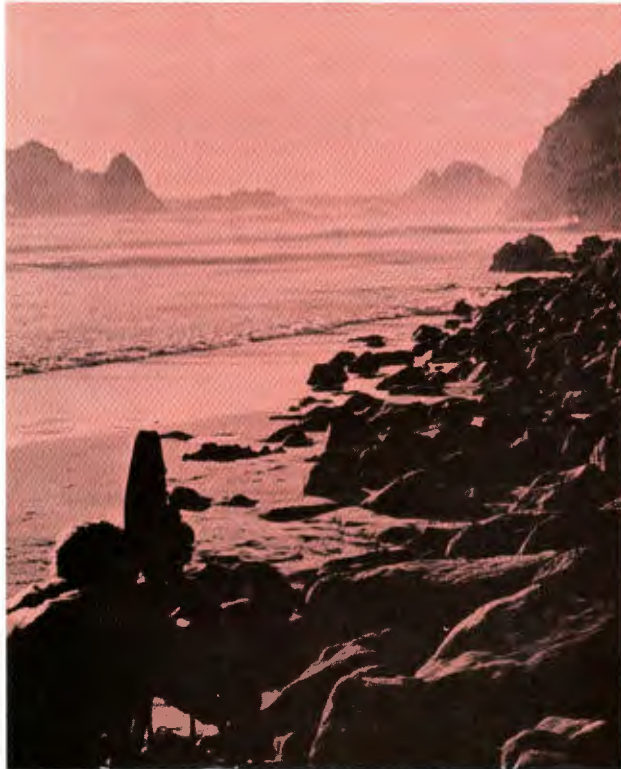
Day-to-day work is handled by a staff made up of a program administrator, the radio and television speakers, a controller, and three staff coordinators. Long-range plans are screened by a radio and TV committee made up of five elders, four deacons, and five other Highland members with special qualifications in various aspects of the program.

**15. How many staff personnel work in the Herald of Truth ministry?**

35 full-time; 4 part-time.



At South Fifth and Highland streets, this structure houses not only worship and educational facilities, but also offices of the Herald of Truth staff.



The beauty of creation, the sordidness of evil... faithful proclamation of the Gospel demands that we deal with both.

**16. Who does the production for the programs?**

Highland currently retains Fidelity Advertising of Abilene to place all radio and television time and to make films and handle production on most printed material.

**17. Are these people Christians?**

Most of the Agency executives are members of the church.

**18. Are competitive bids taken for production?**

Yes. Periodic bids are taken on the filming, printing, and other aspects of the work. Bids are considered on the basis of quality, time availability, delivery schedules, and experience with the unique aspects of the Herald of Truth ministry.

**19. Then how often does the work of the Agency come up for review?**

Every single broadcast, advertisement, or promotional item is reviewed. Every year, contracts must come up for renewal.

**20. Why use an advertising agency? Why not hire the personnel yourself?**

For one thing, national networks work through an agency. Beyond that, an agency can call on specialists in many fields to help with Herald of Truth production part-time. This includes copywriters, layout artists, film-makers, sound recording technicians, printing experts.

**21. Does the Herald of Truth staff ever worship together?**

Each morning all staff members participate in a brief devotional service along with the staff of the local program of work.

**22. What is the most rewarding aspect of working with the Herald of Truth ministry?**

One elder recently summarized it this way: "The staff and all those who are involved in the day to day administration of this program are some of the most dedicated Christians I have ever known. The influence they have had in my life is no small item.

"There are hundreds of elders, deacons, and members over the country whom I have been privileged to talk and work with who have greatly enriched my life.

"The thing that is paramount to all of these is the privilege of reading the many letters that come in response to the lessons presented. Each letter represents a soul that will live eternally, a soul that is searching for guidance as to where it will spend this eternal life. Just to know you have helped one soul to reach heaven is very rewarding; to multiply this many times is the greatest blessing one can have this side of heaven."

**Out of the Mind, onto Tape and Film**

Questions You Might Ask While Touring Our Production Facilities

**1. Who determines what a television program will deal with?**

Batsell Barrett Baxter, through reading, research, consultation with dozens of people, arrives at the basic themes for a program.

**2. How do you arrive at the script and the scenes used in a broadcast?**

A script writer, Dan Harless, works with Brother Baxter to get the ideas down on paper into a basic form. A screenplay then is written to create the visual part of the program.

**3. Do you film scenes on various locations, or do you use sets and props for most of the shots?**

Both location and set filming are used. A camera crew travels across the country throughout the year to get the scenes they need. Inside work is usually done in the Dallas studio.

**4. What would a typical filming session be like?**

Imagine, if you will, a filming session in Dallas, in the summertime, indoors, without air-conditioning and windows (to eliminate all indoor and outdoor noises), under brilliant, hot lights. It may take hours to get a few minutes of good film. On top of this strain, there is the pressure of time: a year's filming of Batsell Barrett Baxter's parts must be done in a few weeks. This is very strenuous work and necessitates his being away from his family on weekdays most of the summer months.

**5. How are films for the TV stations made from the original?**

The original master print is kept in a safe and handled only twice: once to make an "answer print" to see if the film "answers" to the instructions given in the script, and a second time for the "release print," from which copies are made to be sent to stations.

**6. When are the films first reviewed by the Highland Elders?**



The elders view the answer print. If any changes are required, the problem sections must be refilmed to satisfaction.

**7. How do you make the prints for TV stations from the master print?**

After answer print approval, 15 copies are made. Contrary to popular knowledge, the same program is not shown in every station the same week. Numerous programs are kept in circulation.

**8. How are the films distributed to the stations?**

It takes five films to supply each station: one in use, two in reserve at the station, one in the mail, and one being serviced.

**9. How busy does Batsell Barnett Baxter's job as Bible Department Chairman at David Lipscomb College keep him?**

Baxter crowds the filming of 30 Herald of Truth programs into the summer months. During the school term, his work with television is restricted to studying and planning scripts.



(A)

In radio broadcast production, John Allen Chalk (left) consults with Harold Straughn and others in writing scripts (A). Sermons are reviewed by the Highland elders (B) before recording (C). Hymns, openings, and closes are spliced in by Brett Allison (D) before copies of the tapes are made (E) and packaged for mailing (F).



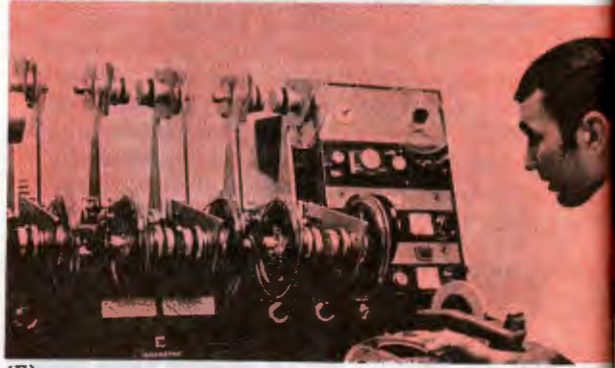
(B)



(C)



(D)



(E)



(F)



(A)



(B)



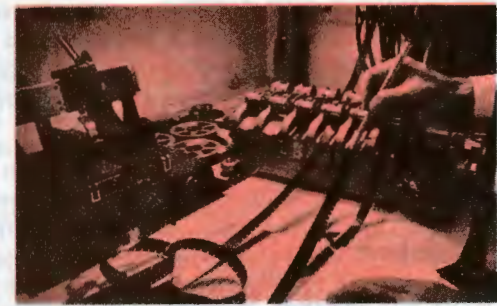
(C)



(D)



(E)



(G)



(F)



(H)

Television programs are conceived by scriptwriter Dan Harless (A) and produced by Norman Nail (B). On-location filming takes crews to a variety of scenes (C, D). Details must be worked out by specialists (example: How to show the ducks in the background (E) without picking up their noisy quacking on the sound track). When the cameras are ready to roll (F), Batsell Barrett Baxter begins to speak (G). Many retakes are often needed before film can be processed and copies made (H), and mailed to TV stations across the country (I).

**10. How far ahead do you plan the radio sermons?**

While TV programs have been designed as year-long series since 1963, radio programs only recently have been planned as quarterly (13-week) series. Sermons are written about a month ahead of broadcasting.

**11. What criteria are used for choosing a particular topic?**

The central Biblical themes that apply to the central issues of active concern to most people are used.

**12. How is radio script prepared?**

A theme for a 13-week series is first established, then broken down into individual sermons. Each sermon is first written in extended outline form, then one by one, week by week, developed into finished scripts.

**13. How long does it take to record a sermon?**

A 20-minute sermon takes half a day, sometimes longer, in order to obtain the quality acceptable to the networks.

**14. What else is necessary after recording before the master tape is ready?**

A "continuity" — designating the opening and closing sections as well as all musical portions — must be put together. It takes an eight-hour day. Some programs are 20

minutes, 30 seconds; some 25 minutes; and some 24 minutes, 30 seconds, depending on the network. Each version demands skillful editing.

**15. How are the tapes distributed to the stations?**

1) Each tape contains a short spot announcement which some stations play during the week. 2) The spot is spliced onto the beginning of the program. 3) A process called "dubbing" takes up to two days to make 400 copies of the master tape for mailing. 4) Each program is then boxed and marked as to the date to be played, then mailed to reach the stations several days ahead of the playing date. In the case of some network stations, the New York network office must review a script before it can be mailed.

**16. Are radio sermons approved by the elders before they are delivered?**

Each elder is given a manuscript of each sermon for approval.

**17. How do these procedures in radio and television production compare with methods used by secular programs?**

Herald of Truth program production is considerably less expensive and less elaborate than most. The quality of the broadcasts compares with the best, we are continually being told by experts in the industry.

**"If there were more Christians with your courage and faith in the world, the Restoration Movement would move with jet-like speed."**

to be put in personal contact with a person with potential for being led to a more nearly correct relationship with God. After prayer for wisdom, concerned Christians should call to thank the respondent for having written. Even if the one responding is a known Christian, we encourage a follow-up visit to see if the material requested was received or if questions can be answered.

**How many enroll in Bible courses offered by mail?**

In 1967, there were 8,390 enrolled in Bible courses offered through the Herald of Truth ministry. During the first 10 months of 1968 there were 9,829 enrollments in a Bible course offered, including reenrollments.

**How many finish the Bible course in which they enroll?**

Through October of 1968, there had been 2,252 courses of study completed.

**Do people write in asking serious Bible questions?**

Yes. A great number of the questions concern one's personal relationship to God by grace through faith. There are also questions pertaining to explanations of Scripture, counsel sought for various difficult life situations, and requests for further information about the church of our Lord.

**How is response to Herald of Truth handled?**

Each piece of mail is handled carefully. We believe "there are no unimportant responses." Our aim is to see that the spiritual needs of every respondent are met. In so doing, we route the mail for the most efficient handling while it is in our offices. A referral is sought to be made for each respondent to the congregation nearest them who could make a personal visit.

**How large is the total response which comes to this ministry?**

Counting requests for sermons, Bible course enrollment, questions asked, etc., in 1967 there were 27,000 response "indicators." During the first six months of 1968, the total was 23,000. The total for the year should exceed 50,000 responses from these various sources.

**What types of sermons draw the most response?**

In general, topics which deal with problems of daily life draw the most responses.

**9. What kinds of people write in?**

Mail is received from every state and many foreign nations. No particular group can be singled out. Various religious backgrounds are represented, as are different professional groups and racial backgrounds. These programs in some way touch nearly all walks of life.

**10. What were the sermons drawing the most response during 1968?**

During the first ten months of 1968, the TV sermons most requested were (1) "It's Worth Trying" (Marriage); (2) "So You're Going to Get Married"; (3) "What is Your Life?"; (4) "The Five Million" (Alcoholism); (5) "Ideal Marriage"; (6) "A Time for Decision" (Morality); (7) "Wholesome Inhibitions"; (8) "Is Christ Divided?"; (9) "Three Sentences" (Whole Duty of Man); (10) "The Greatest Command" (Love).

During the first ten months of 1968, the radio sermons most requested were as follows: (1) "Hatred is Only Skin Deep" (Race); (2) "Male and Female He Created" (Sex); (3) "Is Jehovah God a Racist?"; (4) "Our Disappearing Families — Part I"; (5) "Some of My Best Friends" (Race); (6) "Are You a Respector of Persons?" (Race); (7) "The New Religion of Pleasure (Sex); (8) "Three American Revolutions" (Introduction to Crime, Race and Sex Series); (9) "After Sexual Freedom, What Then?"; (10) "Our Disappearing Families — Part II."

**"As I study, new doors of learning are beginning to open for me."**

**11. What are some comments from letters you receive?**

"I was only twelve years old when I was baptized the first time. I had not studied the Bible enough to fully appreciate the true meaning of being a good Christian. Your courses have made me study the Bible more and know the truth for myself."

July 1968 Alabama

"Sister \_\_\_\_\_ was contacted by myself on Friday. She came to church Sunday A.M. and came forward at the invitation, confessed her sins, and was restored. Thanks so much. Keep up the program."

March 1968 California

"One of my friends was converted by a better knowledge through your program."

May 1968 Florida

# 4

## Who Responds to the Message

Questions and Answers on the Quality and Quantity of Response

**1. I never hear of any conversions in my part of the country directly resulting from Herald of Truth. Why is that?**

We regularly receive information from Christians whose follow-up of someone who wrote us has resulted in a conversion to Christ. Follow-up work is often the key to the effectiveness of Herald of Truth broadcasts. Not all conversions resulting from Herald of Truth contact are reported.

Moreover, not all the effects of the broadcasts can be measured. (See following letters concerning conversions.)

**2. Sometimes we get requests from the Highland church to call on a person who has expressed an interest. These people are not interested, though, when we call. Why is that?**

Contacts through Herald of Truth program should be viewed solely as an opportunity

"Mrs. \_\_\_\_\_ heard the Herald of Truth about the middle of June. In an effort to locate the church, she called Brother Chalk in Abilene. It was suggested that I contact her. I got immediately in contact with her and she has been at services; and a week ago Wednesday evening (July 31), she was baptized into Christ. She has done extensive study and is working trying to reach her daughter and son-in-law and her grandson, plus other friends."

July 1968 Illinois

**"How could we have missed the plain teaching of Jesus and his apostles on this issue?"**

"We received contact with her several months ago through Herald of Truth, and she was baptized about two months ago."

August 1968 Indiana

"I studied with \_\_\_\_\_ and her parents in cottage meetings. After the fourth study period, she asked in similar fashion as did the Ethiopian eunuch, 'When can I be baptized?' She was baptized that afternoon. She and her mother have been attending services very faithfully ever since."

August 1968 Missouri

"We are happy to report a response from our contact through you with \_\_\_\_\_. An 'open Bible' study was arranged with him, an erring member, and he was restored and placed membership. We appreciate the contacts you send and are delighted to work with you."

September 1968 Ohio

"I received a contact memo and called on \_\_\_\_\_. She made the good confession, and I baptized her into Christ. She is now a faithful member in this congregation."

June 1968 Indiana

**"I have been thoroughly convinced of the soundness of your message in the last three broadcasts."**

"These two fine people are already members of the church. They were converted to Christ less than a year ago through listening to Herald of Truth..."

September 1968 California

"You will want to rejoice with us in knowing of the conversion of Mr. and Mrs. \_\_\_\_\_. Our first contact with them was made as a result of their hearing the radio program and writing in for one of the sermons."

October 1968 Illinois

"Personal visit made. Filmstrips begun. Filmstrip #4 shown and baptisms requested. Four members of family baptized. There are two younger girls and one older one that we will no doubt baptize in the near future."

August 1968 Florida

"As a result of the Herald of Truth contact of July 10, we met with the family; and after the third filmstrip lesson, we baptized four members of this family: the father, mother, son, and a daughter."

September 1968 Florida

"Please mail me a copy of your Sunday Broadcast on frustrations, which in my opinion was an eloquent and logical presentation..."

July 1968 Ohio

"Many questions that have troubled me have been answered through the program."

July 1968 West Virginia

"As I study, new doors of learning are beginning to open for me."

July 1968 Mississippi

"I am a Methodist, but I feel the need of something to help my religious faith at this time."

August 1968 Georgia

"It is refreshing to hear sound Bible truths presented on TV."

October 1968 New York

"We would love to start on the Bible correspondence course as soon as it is possible. It will be a study that will be new to my husband and a refresher for me, which I need."

August 1968 Michigan

"Would you please enroll me in your Bible correspondence course and also send me the program on 'What It Means To Be Lost.' I watched the Herald of Truth on TV for the first time... and really did enjoy it. Will be watching you every week from now on."

August 1968 Oklahoma

"We live 9 miles from church, and neither my husband nor myself drive a car. So we listen each Sunday..."

August 1968 Arkansas

"I want to express my appreciation for the Herald of Truth TV program. It seems that the half-hour is packed to the fullest."

August 1968 Pennsylvania

"May I have a copy of the... sermon given this morning, 'Whither Thou Goest.' With your permission I will read it to an audience in the course of this year at a women's organization reception."

August 1968 New York

"...your ministry...has been a strong spiritual uplift that has brought strength and encouragement to me many times when I was down in spirit and discouraged. I am 68 years old and have lived alone since the death of my husband."

August 1968 Florida

"I am interested in alcoholism rehabilitation work. Your discussion on this problem presented today on TV was excellent."

August 1968 Florida

"I'm afraid I saw myself in... much of which was said."

August 1968 North Carolina

"I would appreciate so much to have a copy of your televised message... concerning the Holy Bible and how it stands in the face of all the attacks upon it throughout the ages. I would be very grateful for a copy of this program."

August 1968 Texas

"The more I study your lessons, the more understanding I gain and am very happy I found you on television..."

September 1968 North Carolina

**"Many questions that have troubled me have been answered through the program."**

"Our congregation has stopped our contribution to it, and I myself have contributed to it in the past; and I wouldn't give you a dime from now on on the program."

July 1968 Texas

"I admire your courage on this particular sermon. I am a Nazarene minister..."

July 1968 Ohio

"...I was particularly impressed with your ten point proposal of why racism must be rejected... I shall use some of your points in a future classroom lecture..."

July 1968 Alabama

"As I was turning the radio dial today, trying to find a rock station, your broadcast attracted my attention. I listened to it, and it helped me to understand the reasons against sex before marriage. I have heard arguments justifying premarital sex for such a long time that I had forgotten there were far better reasons against it... I am enclosing an airmail stamp for faster delivery, as I would like to have the lesson before I return to college."

August 1968 Illinois

"If there were more Christians with your courage and faith in the world, the Restoration Movement would move with jet like speed. But many of us lack the courage to

act redeemed where redemption counts — in the time of crisis..."

July 1968 Texas

"I must speak out when I hear such filth as you espouse over the airways about race mixing."

July 1968 Tennessee

"This matter is of great concern to me. I was born and raised in Florida. While my family has been most moderate on the subject, I joined my friends and fellow students in May 1954 to shout 'never, never.' Thank God, and some excellent teachers and professors, my thoughts have completely changed..."

July 1968 Florida

"...if ministers both black and white would preach more of the type of sermon you preached... we all would think and live different. I must ask if you are white? I can't imagine you being white taking a stand as you did. However, I am praying that you are..."

July 1968 Illinois

"I heard your message... 'Eros Resurrected.' This was a most timely presentation pinpointing the cause of our psychotic and neurotic generation. May God bless you as you proclaim the Truth."

August 1968 Florida

"I have mixed emotions about the Negro. We hear that they do not understand why we don't want them as neighbors and friends. It is not entirely because of the color of their skins — it is because of their cotton pickin' ways. (They steal)... Unfortunately, some of the Negroes are very nice and may not have these cotton pickin' ways; but until more of them do not steal and rob and rape... then we whites do not want a whole family of cotton pickin' niggers next door."

July 1968 California

"...Your sermon today on 'Racism' was a real Biblical, Christ-honoring God-approved message presented in a clear, forceful, kind and sincere way. I deeply appreciate your love and loyalty for pure New Testament Christianity."

July 1968 Georgia

"The sermons have come at a crucial moment in both our Nation's history and in the growth of the Lord's church... We have addressed ourselves here... to the problem and sin of racism. As fellow elders and as men truly interested in God's solution in Christ for the problems of men, we congratulate you for your courage and Biblical commitment so vitally needed in our secular age..."

July 1968 California



"This is the finest Biblical statement on racism I have heard."

July 1968 Louisiana

"I too believe, like the prophets of old, if there be any Justice, Mercy, Love, Peace, or Brotherhood, 'let the people of God say so.'!"

July 1968 Texas

"May God bless you for daring to preach aspects of the gospel which for too long have been neglected by Christians."

July 1968 Tennessee

"Even though I am a Roman Catholic, I sincerely believe in the work you are doing in the name of Christ. I will pray for your success."

September 1968 New York

"I have been thoroughly convinced of the soundness of your message in the last three broadcasts."

September 1968 Ohio

"Praise God for your very direct approach to the most important question of all time, 'Jesus of Nazareth, Fact or Fiction'."

September 1968 Tennessee

"I would like for you to send me lesson #858 on racism for my son... He is a racist... Your sermon on this topic is about the best answer I have ever heard on the subject. We pray that it will have some impact on him..."

July 1968 Texas

"... Many of us assembled Sunday morning... to hear the broadcast. We all praised God for this giant step you are making..."

July 1968 Ohio

"I am thankful that you are meeting these modern questions in such a plain courageous way. Youth understands your intent and feels your sincerity!..."

July 1968 Texas

"I very much admire the white minister who is able to preach as you have about racism."

July 1968 Ohio

"How could we have missed the plain teaching of Jesus and His apostles on this issue?..."

July 1968 Tennessee

"Now you are beginning to speak to the real problems of our Nation... that similar programs are not dealing with. If you keep this up, you will do a great work for the kingdom of Christ..."

July 1968 Massachusetts

"I have followed the Herald of Truth program since 1952, both on radio and television. After the presentation of these series of lessons, I can now support the Herald of Truth more fully than at any other time in its history. I am praying that you will continue to present Christ as the answer in all aspects of our life."

August 1968 Texas

"May I take this opportunity... to express my gratitude for having heard the deeply convincing message that you delivered July 21. This lesson was so deeply involved with the change of the individual's entire set of values, that I had to lay aside everything to get every good and logical thought."

July 1968 North Carolina

5. What was the total contribution from churches and individuals?

\$1,307,119.85 was received and accounted for in 1967.

6. Does this amount include payments by churches to radio and television stations for local contracts? And does it include value received from free time donated by stations?

No. In addition to the amount above, our audit for 1967 indicates a total of \$1,094,511.10 in "air time" value received in this manner.

7. Are contributions receipted?

Yes. \$1,307,119.85 was receipted in 1967.

8. How many receipts are written each month?

The 1967 year averaged 3,820 per month.

9. Do persons donate their services (secretarial, clerical, etc.) to this ministry?

Yes, but on a very limited basis. Our ministry is a specialized effort that demands unique skills and full-time personnel to operate efficiently.

10. Does Highland Church of Christ Support this ministry financially?

Yes, the average contribution for the past two years is \$57,000.00 annually.

11. What does a fund-appeal letter cost?

Fund-appeal letters for 1967 averaged 14¢ each, including postage, all materials, and handling.

12. Are your records audited by Certified Public Accountants?

Yes, annually, by Condley, Morpew and Co., Abilene, Texas.

13. Who signs the checks?

Only Elders of the Highland Church of Christ.

14. Is the budgetary and financial information published?

Yes, annually.

15. In comparison with the total contribution received in 1967, what percentage was allocated and spent on overhead (general and administrative)?

5.72%

16. For fund-raising?

8.14%

17. What are the principal benefits to those who contribute to the Herald of Truth?

Knowing that our responsibility to preach the gospel to every creature is being fulfilled each week for millions who would not otherwise hear — this is perhaps the most compelling benefit.

18. Why should Herald of Truth be broadcast where the church is not well known?

A quality program creates a favorable awareness for the church in areas where it is not otherwise known to the general public.

19. Why should Herald of Truth be broadcast where the church is numerically strong?

You can add another 60 minutes of religious teaching to the spiritual diet of every Christian family in your city through Herald of Truth radio and television — the least expensive 60 minutes in your congregation's weekly program of worship, preaching, and teaching. In addition, there are untold ways of combining the broadcasts with your present outreaches for new effectiveness in preaching the gospel.

20. Is the Herald of Truth ministry included in personal wills?

Yes, the ministry has been named beneficiary in a number of wills and bequests.

21. Do you receive gifts such as real estate, stocks, bonds, etc.?

Yes, but in such instances, disposition is made as quickly as possible. Nothing is retained for speculation or venture. At the close of 1967, the annual audit stated a total of \$4,248.12 (market value) of stock on hand. This was being held by request of the donor.

22. Our gift will have to be small, but we'd like to feel it is helping to preach the gospel. What place has the small gift in supporting Herald of Truth programs?

This ministry has thrived and continues to grow because of the thousands of small, but sacrificial, gifts from churches and individuals. For about \$79.00, you can pay for a Herald of Truth telecast for a major city. For about \$14.00, you can see that a radio broadcast reaches thousands. For \$1.79, you can send a packet including a Bible course, a sermon copy, and a personalized letter to an interested person who writes us requesting counsel—plus a memorandum to the nearest congregation telling of the person's request.

# 5

## Sow Bountifully, Reap Bountifully

Questions and answers on the Support of Local Congregations

1. How is financial support provided?

By voluntary financial assistance of churches and individuals.

2. How many churches give financial support?

Approximately 3,000 congregations, or about 30% of the churches with which we

are in contact.

3. How many individuals contribute?

Approximately 10,000 in 1967.

4. What percent of the total contributions come from individuals?

Individuals — 30% Churches — 70%

1. The first step in the process of evangelism is to identify the needs of the community. This involves a thorough study of the social, economic, and cultural conditions of the area. Only by understanding the people's needs can we effectively minister to them.

2. The second step is to establish a relationship with the community. This is done through various means such as home visits, church services, and social activities. The goal is to build trust and rapport with the people.

3. The third step is to provide spiritual guidance and support. This involves teaching the Bible, praying for the people, and offering counseling. The aim is to help individuals find their way to God and live a Christian life.

4. The fourth step is to encourage the growth of the church. This is achieved by recruiting new members, training leaders, and developing ministries. A strong church is essential for effective evangelism.

5. The fifth step is to evaluate the progress of the evangelism program. This involves regular assessment of the church's growth, the needs of the community, and the effectiveness of the various ministries. Adjustments should be made as needed to ensure the program remains relevant and effective.



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