

Love in the North Pacific Union

by Rosemary Bradley Watts

#192 A not real attractive, not real thin, 49-year old lady wants to provide TLC to male person. I like to work, like to play. Enjoy country living. Want to have a direct part in hurrying our Lord's return. Qualifications needed to apply: kind, neat and fairly intelligent.

#194 Understanding gentleman, 5'11", age 59, easy to look at, young at heart and active. Would like to meet and share with a warm person. Do you have a burden to work for lost souls? I need a companion to help me visit and give lots of Bible studies, in a personal and meaningful way. Are you a thin, healthy person, who is loving, sensitive, patient, and intelligent in the Scriptures? If so, then won't you please write to me?

If you are a single Adventist living within the boundaries of the North Pacific Union, you are eligible to put your character, ego, and other realities into the black and white of "50 words or less" in a new kind of classified ad in the *Gleaner*, the bi-weekly union paper.

"Person to Person" began in 1982 when two people—a man and a woman—in different isolated parts of the union contacted editor Mort Juberg requesting him to accept personal ads. In the man's case matrimony was mentioned in the proposed ad. The editor's immediate response to both people was no. However, after some personal reflection and a committee meeting or two, the idea was accepted and the specific procedures (and, of course, charges) were set up and subsequently announced in the *Gleaner*.

For a 50-word notice to appear, a person must pay a \$10 fee and include a statement from his or her pastor that the advertiser is a church member in good standing. About four weeks later, after the *Gleaner* has turned the person into a number, the advertisement appears. When the letters from respondents arrive in the *Gleaner* office, also accompanied by letters from their pastors, the

numbers are turned back into names and off the letters go to the advertiser.

So far the *Gleaner* has not seemed to legislate in the area of taste in the advertising of oneself; however, letters to the editor that have been published in response to specific items appearing in "Person to Person" indicate that tastes differ. One female reader took offense at a man's advertisement for a vegetarian woman who was willing to wear the clothing he made of "brain tanned" skins. Several women, listing qualities they seek in a male friend, have included the phrase "financially secure." Male correspondents have decried this as unchristian materialism, only to be answered in the *Gleaner* by women who feel it is perfectly legitimate for an Adventist female to be concerned about a prospective mate's economic status.

In a phone interview, Juberg said that the column, which is unique among union papers in North America, does three things. First, it is a service to church members; second, it provides income for the *Gleaner* just as any other kind of advertising; and, third, it adds a human interest feature that readers enjoy. So far he sees no problems with the section. "There have already been a couple of weddings," says Juberg.

Rosemary Bradley Watts is a freelance writer living in Richland, Wash.

Local Churches Explore New Television Technology

by Betty Cooney and Julie Tilton-Ling

Around the country, Adventists are expanding television evangelism beyond the programs produced by the Adventist Media Center, and ethnic Adventist congregations are leading the way in producing new forms of material.

For two- and-a-half years, the New York Yugoslavian Church in Astoria, Queens, has bought a half hour, which now costs about \$800, on early Saturday morning television to broadcast its own production of a Yugoslavian language program to the 500,000 Yugoslavian-speaking residents scattered throughout the New York metropolitan area.

Ayer, Hoy, y Manana, a Hispanic television program in its eighth year in New York City, airs on the UHF station rated number one for the Hispanic market in New York. The weekly air cost is considerably lower than pay-television, and the large and loyal Hispanic viewing audience is practically guaranteed with the air-time contract. Speaker Jorge Grieve estimates that several churches in the New York metropolitan area have resulted from the crusades, the most recent and largest of which was held in New Jersey and garnered 1,000 persons requesting some type of follow-up.

Cable television has recently elicited lively interest from Adventists in Greater New York, resulting in a range of programming. One of the first Adventists to take advantage of the medium in New York was a young man from the Dominican Republic, Gabriel Villaman. Within six months after his arrival in the United States, he and his wife, Margarita, a soprano soloist, had a program on both cable systems covering Manhattan. Presently, *Villaman Family*—supported largely by the hosts, in addition to some donations—airs not only in New York, but on Cable Colorvision in Washington, D.C., and the West Virginia cable network.

Power to Cope began airing the first week of May 1983 on the two cable stations in Manhattan. The series is produced by Adventist Community Health Services, an organization which has been providing an increasing number of services in the area since its mobile vans began giving blood pressure screenings to New York City residents in 1975.

Juanita Kretschmar, director of the van

ministry and host of the television program, interviews guests on how they found the spiritual power to cope with problems such as alcoholism, fear, and mid-life crisis. The *Power to Cope* series is being considered by a commercial station which is affiliated with UHF and cable systems across the United States.

Local pastors are hosting a variety of cable programs. One such program, *What God Did for Humanity*, alternates with *Breath of Life*, the black-oriented program distributed from the Adventist Media Center. *Humanity* has been produced for the past seven years by Neatris Mitchell, an Adventist layperson, and its preaching format is hosted by local pastor Robert Kennedy of the Bronx. Ronaldo DaCunha, a pastor who has had considerable broadcasting experience in his native Brazil, is planning a program in Portuguese to air on a local UHF station.

Television is being used to reach ethnic groups in Southern California differently from the individually produced programs in New York. The Korean Hollywood SDA Church is currently broadcasting *Faith for Today* in Korean on UHF. Spanish-speaking Adventists in Southern California hope soon to air a Spanish language version of *Westbrook Hospital* on the Los Angeles 24-hour Spanish cable television station.

The *Westbrook Hospital* series is being used in two different formats for cable stations across the United States. Approximately 40 cable channels throughout the country are broadcasting the series in its complete format, with host Don Matthews. In addition to the complete hosted format, the Media Center has made 26 episodes available for localized use by Adventist churches. These programs have been edited to allow local pastors to function as hosts; they are thus able to announce local church outreach activities, such as Five-day Plans. Churches in West Virginia, Atlanta, and Florida are currently using localized series,

and there are plans for similar formats throughout California.

Not only cable broadcasting, but also distribution of video cassettes are aspects of a new television project at the University Church in Loma Linda, Calif. On July 30, the church completed its first dry-run taping of Sabbath School and church services in preparation for live cable broadcast beginning October 1. When the city of Loma Linda granted its cable rights, it required provision by the cable station for a free local access channel. Thus, while the initial equipment budget for the University Church project has run near \$200,000, an amount raised by individuals and physicians' groups, the operational budget will be small, due to the free access and the work of 78 volunteer church members.

According to Milford Harrison, a volunteer leader, the University Church has been given 24 hours of air time, each week, from Friday evening to Saturday night. The initial motivation for the project was an interest in broadcasting live services to the patients at the Loma Linda University Medical Center. Now, the services will reach the surrounding community, and plans are underway to broadcast vespers services and, eventually, life-style programming, in conjunction with area hospitals. Harrison reports that the "potential demand is greater than anticipated." In addition to the cable company's interest in placing the program on a more far-reaching, area-wide channel, the church is considering a world-wide distribution of video cassette tapes of its services to the mission field and district churches. The church anticipates an initial demand of 200 cassettes per week.

Betty Cooney, a graduate of Atlantic Union College, is director of Communications of the Greater New York Conference.

Julie Tilton-Ling has a master's degree in English and Rhetoric from California State College in San Bernardino, where she also teaches in the English department.

Academicians Struggle for Freedom and Funds

by Julie Tilton-Ling

As Adventist colleges began the 1983 academic year, two basic issues—academic freedom and faculty wages—stumbled through procedural stages to oblivion, thus potentially raising a third issue of paralysis within the academic community. Faculty on the La Sierra campus of Loma Linda University raised the wage issue and then spent a year compiling information to present with their request for wage parity. Now the university board of trustees is spending a year compiling their responses. An academic freedom statement created by a committee and then approved by the college presidents at a meeting of the board of higher education in July must also be subjected to action at the General Conference Annual Council.

Academic Freedom

A draft proposal on academic freedom was drawn up for the board of higher education by a subcommittee composed of R. L. Reynolds, executive secretary of the board of higher education, chairperson Helen King; Don McAdams, President of Southwestern Adventist College; J. G. Smoot, President of Andrews University; Otilie Stafford, chairperson of the English department at Atlantic Union College; and Gerald Winslow, professor of theology at Walla Walla College. The draft stated that the atmosphere of freedom to pursue truth through open inquiry was important not only to the schools but to the church itself.

While reiterating the teacher's constitutional right to freedom of speech, the