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Del Shields, host of the national dial-in radio program "Night Call," sits at his control panel in a New York studio where he moderates nightly con-

'Night Call' Breaks New Ground

New York (RNS) - Is it really possible for the average citizen to talk politics with Hubert Humphrey, Black Power with Panther leader Eldridge Cleaver, non-violence with Joan Baez and birth control with famed Catholic theologian Father Bernard Haer-

Yes — and it has happened. The possibility for a conversation with these and scores of other personalities straight headlines has been opened by a unique, churchsponsored national dial-in radio program-"Night Call."

ed among the most creative taken by religious groups.

After six months of operation, staff, guests and callers seem convinced that "Night Call' proves that a good portion of the American people are equipped to get down to business on problems facing human itv.

"Night Call' was launched last June by the Television, Radio and Film Commission (TRAFCO) of the United Methodist Church. It is now cooperatively related to agencies representing other Prothodox Jews.

steps in communication ever from 21 to 83. The "Night Call" network goes out over broadcast lines rented for an hour each week night from

the American Telephone and Telegraph Company. Stations receive it free. TRAFCO pays some \$8,500 per month for the

Callers phone collect on a hoop-up of geographically designed numbers. New York is home base for host Del Shields and engineer Jim Harris. They operate from studios at WRVR Radio, the station of the interdenominational Riverside Church, Airtime is 11:30 p.m. EST, and in most cases the discussion is carried live in

They Stay

Carrier-stations have risen corresponding times across the nation.

Guests do not come to the studio. They are linked, from wherever they are, to Del Shields who also cuts outside callers into the circuit.

Guests are ideally persons who represent some definalbe position and can discuss their views. "Night Call" does not ask listeners to agree with their views. It asks for dialogue, honest dialogue aimed at understanding.

There is an attempt in selection of guests to cover a broad spectrum of positions. Muhammed Ali (Cassius Clay) who refused draft induction, was a guest. So was Gen. Lewis Hershey, national director of Selective Service. H. Rap Brown and Stokley Carmichael, black militants, appeared. So did an aide of George Wallace.

Dr. Eugene Carson Blake, international ecumenist, was a guest. So was Dr. W. A. Criswell, president of the Southern Baptist Convention which traditionally perfers an alternate course for inter-church relations from that symbolized by Dr. Blake's Wolrd Council of Churches.

Not all who dial during an hour can talk to a guest, of course. An indication of the response comes from the number of busy signals recorded. During the first month, 300,-000 busys were noted. On the night Stokely Carmichael was guest there were 65,000 busys.

A virtual absence of "kook calls" has been encouraging and surprising. Producer Hogan, Shields and program director Edward Jones, pre-viously with ABC-TV and Westinghouse projects, report that the degree of honest concern among callers is astound-

Very few persons have been cut off because of language discouraged in broadcasting ethics. As a precaution, however, "Night Call" operates with a brief delay to prevent airing of objectionable langu-

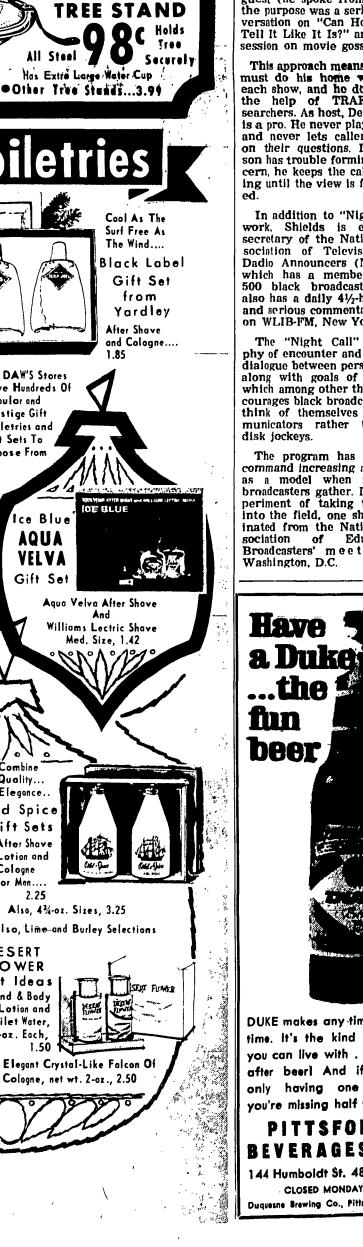
The approach — for guests and callers - is not, "What's on your mind?" When movie producer Jules Dassin was guest (he spoke from Paris), the purpose was a serious conversation on "Can Hollywood Tell It Like It Is?" and not a session on movie gossip.

This approach means Shields must do his home work for each show, and he does, with the help of TRAFCO re-searchers. As host, Del Shields is a pro. He never plays "star" and never lets callers hedge on their questions. It a person has trouble forming a concern, he keeps the caller talking until the view is formulat-

In addition to "Night Call" work, Shields is exectuive secretary of the National Association of Television and Dadio Announcers (NATRA) which has a membership of 500 black broadcasters. He also has a daily 41/2-hour jazz and serious commentary show on WLIB-FM, New York.

The "Night Call" philosophy of encounter and genuine dialogue between persons goes along with goals of NATRA which among other things, encourages black broadcasters to think of themselves as com-municators rather than as disk jeckeys.

The program has come to command increasing attention as a model when religious broadcasters gather. In an experiment of taking the host into the field, one show originated from the National As-Broadcasters' meeting in Washington, D.C.







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