he kept a meticulous record, and wrote the rallying song, "Come, Come, Ye Saints," which is one of the best-known hymns of the Church.

The Mormon Tabernacle Choir. The renowned Mormon Tabernacle Choir owes its existence, in no small measure, to British emigrants. It is said that Brigham Young, hearing a group of Welsh converts singing four-part harmony in their native tongue, commented, "I don't understand the words, but you should become the nucleus of a great church choir." The first conductor of the Mormon Tabernacle Choir was John Parry, born in Newmarket, Flintshire, and its first organist was a sixteen-year-old native of Norwich, Joseph Daynes. Other early conductors also came from Britain, including George Careless, from London; Ebenezer Beesley, from Oxfordshire; and Evan Stephens, from Pencader, Carmarthenshire. In fact, seven of the first eight directors of the choir were born in the British Isles. The first Tabernacle pipe organ was designed by an Englishman, Joseph Ridges, who built it in Australia.

In June 1982 the British contribution to the choir—indeed, to the Church itself—was graphically demonstrated at the conclusion of a concert in the Royal Albert Hall, London, when the presenter asked all members of the choir with British ancestry to stand. All but four of the 350-voice choir stood.

At a time when a number of the mainstream churches in the United Kingdom and Ireland are wrestling with some of the fundamental doctrines and practices of Christianity—the nature of resurrection, the virgin birth, ecumenism, and the ordination of women—the unchanging nature of LDS beliefs appeals to many who come into contact with the Church. Mormons seem to have found a way to hold on to the fundamentals of the faith, yet be receptive to the pressures of the present. In his cover story for the November 15, 1987, issue of the Sunday Times Magazine, journalist Keith Wheatley wrote: "The phenomenal growth of the Latter-day Saints in recent times shows that they have no need to dilute their doctrines... They seem to be a church whose hour has come."

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BRYAN J. GRANT

BROADCASTING

The Church of Jesus Christ of Latter-day Saints is a broadcasting entity. Its involvement in radio and television parallels the rapid expansion of those technologies that began during the early 1900s. In 1921 the Latter-day Saints University in Salt Lake City, Utah, received the first U.S. broadcast license issued to an educational institution. Radio in America developed primarily as a commercial rather than an educational service, as did the Church's broadcasting activities. On May 6, 1922, radio station KZN went on the air in Salt Lake City, and the Church began a long and complex involvement in broadcast and programming innovation.

In 1925 the call letters were changed to KSL when the Church assumed majority ownership of the station and hired Earl J. Glade, one of broadcasting's early pioneers, to manage its operation (see KSL RADIO).

KSL affiliated with the National Broadcasting Company (NBC) in 1929, which immediately began carrying broadcasts of the MORMON TABERNACLE CHOIR. These broadcasts continued until 1933, when KSL became a Columbia Broadcasting System (CBS) affiliate station. In 1936 the Tabernacle Choir Broadcast program took its present format as "Music and the Spoken Word" with
Richard L. Evans as host. This Sunday morning radio program originating from the Mormon Tabernacle on Temple Square continues today as the longest continuously broadcast network program in America. "Music and the Spoken Word" has been translated for radio distribution into several languages. The format and style of this radio program set the pattern for much of the Church's subsequent programming efforts.

Technical innovation designed to improve signal quality and increase geographic coverage enhanced the Church's broadcast facilities. By 1933 KSL-AM was a Federal Communications Commission (FCC) Class 1-A clear-channel station transmitting at 50,000 watts, the maximum allowable power. During the 1940s and 1950s, FM radio and television stations were added, and the Church also acquired minority interest in two Idaho broadcast properties. FM radio, black-and-white and later color television, stereo sound, cable television, and satellite transmissions have become a major part of the Church's wide-ranging broadcast capabilities.

KSL-AM and its sister FM radio and television stations emerged as the equivalent of a graduate school in broadcast management, programming, engineering, journalism, and advertising. Many, like Arch L. Madsen, who had worked with Glade during KSL's early years, became leaders of international stature and reputation. Under Madsen's leadership in the late 1950s the regional intermountain broadcast activities of the Church were transformed into their present international scope.

In 1961 the Church expanded its international activities with the purchase of WNYW, call letters for five shortwave radio transmitters near Boston. Daily broadcasts to Europe and Latin America, most of them non-Church-related, were made in English, Spanish, Portuguese, French, and German. Church broadcasts included programs on Church news, values, and culture. The Tabernacle Choir broadcast and sessions of general conference were also programmed. In 1974, when the newer technologies of satellites, cable, and videocassette were developed, the Church sold WNYW.

On May 6, 1922, President Heber J. Grant began the first radio broadcast over KZN (later KSL), the radio station sponsored by the Deseret News in Salt Lake City. Pictured left to right are Nathan O. Fullmer, Anthony W. Ivins, George Albert Smith, two not identified, Augusta Winters Grant, Heber J. Grant, C. Clarence Neslen, and George J. Cannon.
BONNEVILLE INTERNATIONAL CORPORATION was formed in 1964 as the holding company for the Church's broadcast properties. Bonneville acquired radio and television stations in Seattle, Washington, and additional radio facilities throughout the United States, giving it commercial licenses for seven FM, five AM, and two television stations in 1990.

Three more FCC noncommercial, educational licenses are held by the Church's educational institutions in Utah and Idaho. BRIGHAM YOUNG UNIVERSITY operates KBYU-FM and TV. RICKS COLLEGE operates KRRC-FM, primarily for student training. The production capacity of these stations also allows them to serve Church educational objectives that are unfeasible for commercial broadcast activities.

The Church also holds interests in satellite communications and cable television distribution systems. The first intercontinental satellite transmission between North America and Europe included a performance by the Tabernacle Choir.

Early commercial network affiliation with NBC and CBS led to a basic broadcast philosophy grounded in a belief that FCC licenses are held as a public trust and not as preaching tools. The Church has avoided an evangelistic style of radio and television broadcasting and has limited the religious content of its programming. It is felt that the value and contribution of these facilities would diminish if the stations were used exclusively for religious purposes.

Most of the Church's programming efforts in both radio and television have been keyed to creating a favorable image for the Church rather than presenting its doctrine and making converts. "Music and the Spoken Word," public service announcements, BYU basketball and football games, and an assortment of public affairs and cultural programs have dominated the Church's primary programming content.

The Church's semi-annual general conference broadcasts are a significant exception to this rule. The first general conference was broadcast by KSL in 1924. Since then the broadcast reach of general conferences has been expanded to cover much of the world. Through broadcast, cable, satellite, and videotape distribution, the conferences are translated into several languages and distributed to stations in many countries through Bonneville International productions.

During the 1970s the Church experimented with a more direct approach to broadcasting a doctrinal message through a prime-time special, "A Christmas Child." Since this broadcast, a number of Church-produced programs have focused on specific doctrinal messages. The production of programs that teach gospel principles directly to the audience has moved higher on the list of Church broadcast priorities.

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BRUCE L. CHRISTENSEN

BROTHERHOOD

While members of other Christian denominations may speak metaphorically of all humankind being brothers and sisters and children of God, Latter-day Saints believe it literally in the sense that a FATHER IN HEAVEN and a MOTHER IN HEAVEN created spirit children in a PREMORTAL existence. Those spirit children, born into this or other worlds as mortal men and women, are therefore all of the same "generation" and are literally brothers and sisters, children of deity. Among them is Jesus Christ, who is distinct from other men and women in that he is the Firstborn Son of God in the spirit and the Only Begotten of the Father in the flesh.

An important LDS doctrine based on this belief is the concept of equal opportunity for salvation. Since all mortals are offspring of deity, all have equal access to saving grace and may, through good works and moral progression while living as mortals, become saved by that grace. This doctrine of literal kinship is a major driving force behind the Church's proselytizing activities: Latter-day Saints believe that they have an obligation to teach the gospel of Jesus Christ to all the world because all its inhabitants are their brothers and sisters.

Latter-day Saints also believe in the brotherhood of the priesthood, similar to the SISTERHOOD of the Relief Society; a special bond exists among the members of both an individual PRIESTHOOD QUORUM and the entire body of the priesthood. As explained in scripture and instructions from Church leaders, this bond obligates priesthood holders to act as shepherds for one another and to be actively concerned for the welfare of other...