

“Should a Christian Radio Station Accept an Underwriting Grant from a Ford Dealership?”

I am on the board of a local Christian radio station. We have a man who is a franchise owner of a Ford Motor Company Dealership. He is a Christian and wants to support our radio station through his dealership. There is currently a national boycott against Ford for their support of homosexual agendas. Is it ethical to allow him to underwrite our station when we are in support of the national boycott of Ford products? We as a board want to do the right thing.

Thank you for your question. This is a good case of an ethical dilemma in which Christians may come to different conclusions.

1. The Bible clearly teaches that if someone believes a particular action to be wrong for them, then it is wrong. Paul says in Romans 14:4, I know and am convinced in the Lord Jesus that nothing is unclean in itself; but to him who thinks anything to be unclean, to him it is unclean. So if a station manager feels it would be wrong to receive support from a Ford dealership, then it is wrong. End of discussion.

2. However, if a station manager does NOT have an initial moral concern, then you might consider some other issues:

(a) Many people would see a distinction between the Ford Motor Company and a local dealership. While we may disagree with the policies of the national leadership of Ford toward homosexuality, that doesn't necessarily mean that the local dealership agrees with those policies. In fact, one of the sad results of the boycott has been that many local Ford dealerships (run by godly Christians who disagree with Ford's

policies) have been hurt by the boycott.

(b) This leads to my next point. Many Christians do not agree that a boycott of Ford Motor Company is the best way to send a signal to the company. They feel that it is too blunt an instrument. Some Christians may be led to follow the boycott, while others do not. Paul says in Romans 14:3 that the one who eats is not to regard with contempt the one who does not eat nor should the one who does not eat . . . judge the one who eats. In other words, whether you participate in or refrain from a boycott is an individual decision that a station manager should be “fully convinced of” (Romans 14:5).

(c) Some might also point out that there is a difference between boycotting Ford and receiving a sponsorship from a local dealership. The station is not buying a Ford product but receiving an underwriting grant. Essentially, it is the difference between the station paying Ford and Ford paying the station. Obviously, this distinction is meaningless if one believes that anything Ford Motor Company does is tainted by their national policy. In that case, giving money to Ford or receiving money from Ford would be wrong.

So I would encourage you and your station manager to consider whether you feel it is wrong to receive a grant from the local Ford dealership as I describe in section #1. If you do, then the other points are meaningless. If you do NOT feel it would be wrong, then you might consider the three points I put under section #2.

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