

NAACP EXHIBIT 27

<u>Federal Communications Commission</u>	
Docket No.	<u>94-10</u> Exhibit No. <u>27</u>
Presented by	<u>NAACP</u>
Disposition	Identified <u>6/21</u>
	Received _____
	Rejected _____
Reporter	<u>BARBARA LORRA</u>
Date	<u>6/21/94</u>

1,2  
003173

①



CLASSIC RELIGION:

Religious Program Concerns

for KFUC-FM

A Confidential Report

to

The Standing Committee on Broadcast

Lutheran Church--Missouri Synod

Ron Klemm, Program Director  
October 26, 1988

85 FOUNDERS LANE  
ST LOUIS, MO 63105  
(314) 725-0099

Classical music has always been a large emphasis of the programming on KFUD and KFUD-FM since their inception. Classical music now comprises the single focus of KFUD-FM's programming. But what about religious programming? Where is it? What is our programming approach and philosophy? We hope to address some of these questions today, and by addressing them, raise more challenging questions to discuss future direction for the station.

#### I. HISTORY:

The founders of KFUD, John H. C. Fritz, Richard Kretschmar and Walter A. Maier, were interested in ministering to the "whole man", and in their discussions and decisions concerning this ministry, found that classical music was "compatible and consistent" to a total world and life view of glorifying God in all of life."

Page 2.

3

In the early days of KFUC-FM, there was much religious programming, as well as classical music programming since radio was not yet a highly specialized medium. There was considerable simulcasting of the AM and FM stations in those days, and when I arrived on the scene in 1978, we were broadcasting classical music on both stations in various dayparts. In addition, worship-oriented programming, complete with homilies, prayer, and hymns, was broadcast without explanation on both stations.

Until the early 1980's, KFUC-FM broadcast three successive church services from area Lutheran churches on Sunday mornings. (KFUC-AM broadcast only two.) KFUC-FM like it's sister station, continued to air the more typical, traditional religious programs like "The Lutheran Hour", "Joy", "Portals of Prayer" and "Day by Day with Jesus."

(4)

Page 3.

But we were challenged by the potential for outreach on KFUC-FM. We saw opportunity for a unique witness. We tried different means of achieving that outreach through the development of programming more compatible with the classical music format. Each day during the noon hour, we produced and broadcast a program entitled "Choral Concert", which was an attempt to play carefully chosen music and make appropriate commentary that would alert listeners to the spiritual nature of the text. The program ran for five years and received much positive response, primarily from choral and church music enthusiasts.

We also briefly tried to insert short, commercial-like spots into our regular classical programming which promoted church-going, seeking, the Lord, relying on the Lord's strength, living a praise-filled life, etc. We began with the Advent season. After four weeks of these small messages, it was decided that these were intrusive or otherwise inappropriate for our programming.

⑤

Page 4.

At about the same time, we coerced an always willing Pastor Ron Lind into being the voice of a Sunday evening—and later Sunday noon program entitled "Celebration." "Celebration" was a classical sacred music concert which followed closely the liturgical calendar with commentary written anonymously by Ila Klemm, edited and delivered by Pastor Lind, and produced by myself with seminarian assistance. It was a delight for us to produce the program and to work closely with such a wonderful man of God. This somewhat labor-intensive program unashamably proclaimed God as the center and object of the praise expressed in carefully selected music. These programs became a part of who we were...a non-commercial, classical radio station, owned by the Lutheran Church Missouri Synod. Personally, it was very pleasing and rewarding to be part of such a God-glorifying station.

We became increasingly aware, however, that the station could not continue to be self-sustaining on the given course. Radio had become super-specialized. What we used to call "rock" had now segmented into half-a-dozen different formats. And, among other things, the area's NPR network affiliate had garnered new strength and a major portion of the classical music audience in the market. They had done so by quietly maintaining a consistent classical music presentation. In order to compete, the options were clear: adapt or die.

Page 5.

⑥

In 1983, a major change occurred. KFUC-FM became a commercial radio station. That meant that we no longer were programming to a support base of individuals. We needed to build listenership by having a consistent classical music format so that commercial agencies and businesses around the St. Louis area, as well as nationally, would buy time on the station to reach the audience we could deliver to them. We had to be a viable commercial option for potential advertiser. We had to re-examine our programming. We needed a consistent sound. We needed to maintain credibility in the market. We could no longer sound like we were supported by a church body. We had to sound like a professional commercial classical music station.

⑦

Page 6.

## II. WHERE WE ARE TODAY?

Having a consistent classical music sound is imperative for us to maintain credibility. That is a given. The challenge has been and continues to be: how to maintain that credibility without compromising the goals of the KFUCO founders, the KFUCO statement of purpose, the conscience of a church body that seeks to glorify God in all that it does.

After we became commercial, the management of the station (who is no longer with us) instructed us to take "Choral Concert", "Celebration" and other religious oriented programming off the air. For the sake of consistency, we had to play classical music on Sunday morning as well as all the other times of the day. We took up the challenge. Our Sunday morning programming now crescendos with sacred classics, and other more subtle classical music to give our station a decidedly religious-flavored sound on Sunday morning without giving up our classical image. After the worship service from Chapel of the Cross, there is still more of that type of programming, until about 1:00. A survey of the last two months playlists indicates that between 25% and 40% of the selections between 6:00 a.m. and 1:00 p.m. would be considered liturgical classics. Another 20 - 30 % could be termed "liturgical compatible", that is, a selection you may hear as service music in many of our churches.

⑧

Page 7.

In 1986 and 1987, we examined our most obviously religious-oriented programming.

After "Joy" left the auspices of our station and the LCMS, there were some changes in that program. The music on the whole, became lighter, more along the lines with what KFUC-AM is doing. Also, I felt that the overall quality of the program had gone down. The messages were longer and more didactic, What had been a pretty good half-hour music program had turned into a vehicle for "sermonettes."

"The Lutheran Hour" was examined at the same time. It is easy to demonstrate that a half hour of preaching is not consistent with the classical music format. But the ratings were telling us the only story we needed to hear. Our Sunday numbers for that period were minuscule. It became obvious to me what was happening: listeners who would be tolerant to the program were all in church! Others were tuning away when a preaching program came on. After several in-house discussions, it was decided to quietly drop both programs and measure subsequent response. As suspected, there was little to evaluate.

Page 8.

9

We still maintain our worship hour of "Chapel of the Cross." We try to surround it with classical sacred music, as well as classical music which would be appropriate even for worship in our churches. I doubt if there is any station in the world which plays at least one, sometimes two Bach "Cantatas" each Sunday morning to coincide with the liturgical calendar. It's a privilege to keep the tradition of Bach's strong faith alive through the playing of his music!

(10)

Page 9.

## III. NOW WHAT?

The statement of purpose for KFUD and KFUD-FM is a good one. It speaks of "supporting the witness of the LCMS" and "contributing to the quality of life in the greater St. Louis area through cultural and fine arts offerings."

I believe that we are living up to our purposes.

I have always been uncomfortable with radio broadcasts of church services. Some of you may not know that I come from a religious broadcasting background. I started out working at the age of 16 for a religious radio station in the Chicago area. When I went to a Christian college, I began to work at the Christian/Fine Arts radio station on campus where I learned much about classical music, but really did a lot of religious music programming, as well. (Actually, the KFUD-AM has benefitted from those years that I spent at KDCR as program director. It plays KDCR's religious music tapes!) Then I

(11)

Page 10.

went to Chicago to work at "The Back to God Hour". I was immersed in production of quality religious programming for both radio and television there. So I do not say that I am uncomfortable with church services because I do not appreciate religious broadcasts! Instead, I know from years of religious broadcasting, that church services are not very good radio. There are long silences. There are visual elements geared to those present. The list goes on, but basically it is worship. And worship is a corporate, in-the-flesh activity. It's hard to worship through radio waves. In short, the radio transmission of church services is not broadcasting at all, but rather what I like to call "narrow-casting."

If I were given the mandate to reach more KFUC-FM listeners with the Gospel of Jesus Christ, the first item of business would be to go to the Chapel of the Cross and challenge them to drop their live church service broadcast, and sponsor and help produce a program of carefully chosen classics which would be interspersed with brief spot-like messages and phone numbers for help and more information. The program would be tasteful and totally consistent with the format of KFUC-FM.

Page 11.

We cannot be too didactic with our listeners. They are intelligent, wealthy, professional people who will scoff, tune out or demand equal time in response to a very "preachy" message. We need to reach them through brief, but intelligent conversation about life and its problems.

You probably are aware that Advent and Lent are very special seasons

on CLASSIC 99/KFUCO-FM. It is at that time that we can be unabashedly

Christian in our focus. I like to think that you won't find more beautiful Christmas music anywhere than on our station. We aren't ashamed to play the carols! We program them over and over again. But we also go out of our way to schedule some of the less popular music of the season which captures the awe and wonder of the Christmas Miracle.

(13)

Page 12.

The same is true with Lent, Good Friday, and Easter. There is much richness in music for those seasons written by some of the most famous composers. I take a great personal interest in presenting programming of this nature, and I love to do the commentary for much of it.

We are always open to suggestions as to how to maintain the consistency of the classical format, yet fulfill some of the other purposes for our stations at the same time. Bear in mind, however, that just as KFUC-AM no longer "contributes to the quality of life...through cultural and fine arts offerings," neither should KFUC-FM have to fulfill all parts of our statement of purpose by itself, nor justify its existence by some token programming out of context. The fact that KFUC-FM's programming is "compatible and consistent" with the doctrines and teachings of the LCMS should be more than enough to justify continued investment in it.

NAACP EXHIBIT 28

<u>Federal Communications Commission</u>			
Docket No.	<u>94-10</u>	Exhibit No.	<u>28</u>
Presented by	<u>NAACP</u>		
Disposition	Identified	<u>6/21</u>	
	Received		
	Rejected		
Reporter	<u>BARBARA LORD</u>		
Date	<u>6/21/94</u>		

1,2 (1)

003398

**THE PLACE OF KFUD-FM  
IN THE  
MISSION AND MINISTRY STRATEGY OF THE SYNOD**

Presented to the Board of Directors,  
The Lutheran Church--Missouri Synod

By: The Board for Communication Services  
The Standing Committee on Broadcast

May, 1989

The Place of KFUC-FM in the  
Mission and Ministry Strategy of the Synod

A. Brief History . . . . . 1

B. Role of Classical Music . . . . . 5

C. Statement of Philosophy . . . . . 7

D. Purpose Statement . . . . . 9

E. Immediate Plans . . . . . 10

F. Benefits to the Synod . . . . . 11

③

### A. Brief History

Less than four years after the first radio station was licensed to operate in the United States, KFUD went on the air. It was dedicated to the glory of God and committed to the purposes of Gospel outreach and service to the listening audiences through religious programming and "serious" music.

Construction and initial operating funding came from the Lutheran Publicity Organization, Concordia Seminary, the Walther League and the Lutheran Laymen's League.

In 1924, the year KFUD became operational, there were fewer than 600 radio stations in the United States and its broadcast signal extended from the east coast to the Rocky Mountains, thereby being available to the vast majority of both the citizens of the United States and the constituency of The Lutheran Church--Missouri Synod.

At its convention in 1926, The Lutheran Church--Missouri Synod received title to the broadcast license of KFUD Radio and the station became the official property of the Synod.

With the rise in the number of broadcast stations and increased industry regulations through the Federal Radio Commission (predecessor to the Federal Communications Commission), the broadcast range of KFUD gradually diminished, thus serving an even smaller number of people. (Today, there are 9,000 plus radio stations operating in the United States. The broadcast range of KFUD-AM is approximately 120 miles, the range of KFUD-FM, approximately 100 miles.)

With its new license acquired in 1941, KFUD became a daylight-only station. Its programming remained heavily "religious" and "classical."

During the 1940s and early 1950s, KFUD also served as the broadcast center for the expanding Lutheran Hour broadcasts that were sponsored by the International Lutheran Laymen's League. (4)

In 1948, an FM license was acquired, allowing broadcasting to continue beyond sunset. Daytime broadcasts were simulcast on both KFUD-AM and KFUD-FM.

The early 1950s saw the acquisition of a UHF television channel (Channel 30) and the establishment of plans to expand to the medium of television (a dream that was never realized.)

KFUD's radio "extension" service began in the mid-1950s when the station's first director, Doctor Herman H. Hohenstein, was moved from the director position to develop this new service. The first fruits of the efforts was Portals of Prayer, begun in 1956. Other audio resources and radio programs for syndication followed--Bible study, devotional, music and other programs. Program resources for congregations were also developed and promoted.

The decade of the 60s was a time for both the rise and the fall of KFUD's extension service. From a high of two-and-a-half staff persons devoted to extension services, the number dropped to one by 1970 and to zero in the early 1970s.

During the same period of time, programming on KFUD and KFUD-FM continued to be simulcast. A new emphasis was placed on "entertainment" programming and "religious" programming was de-emphasized.

The 1970s brought new federal regulations that limited simulcasting. In 1974, the programs of KFUD-AM and FM were separated. KFUD-FM became a full power stereo broadcast operation devoted in large measure to classical music. Emphasis on "religious" programming returned to KFUD-AM and extension services were revived with new program offerings and services. "Joy" was

acquired, spots were produced, the KFUD choir was formed, the "Bible" project was initiated, congregational resources were offered, a cassette ministry was begun, and a formal course offering in mass media at Concordia Seminary was approved and initiated. During this period, revenues and budgets increased more than in any time since the 1940s. (5)

In its first 59 years, KFUD operated as a not-for-profit broadcast organization. Its purposes remained largely consistent with those of the station in its early years. In 1983, KFUD-FM entered the arena of commercial broadcasting, seeking advertising revenues to supplement voluntary contributions. (It should be noted that, except for the early years of its existence when some operating subsidies were received from the International Lutheran Laymen's League and other groups, KFUD has been self-supporting.)

The mid 1980's saw some expansion of "religious" programming on KFUD-AM, due in part to the addition of features produced outside The Lutheran Church--Missouri Synod. Concurrently, there was a significant decrease in extension services.

In 1986, the Ministry of KFUD and KFUD-FM became the responsibility of the Synod's Board for Communication Services. Work began immediately to make KFUD and KFUD-FM a part of the overall Communications Ministry of the Synod. It took several years for this work to bear visible results. A major, significant advancement in the life of KFUD was the acquisition of space on a 1000-foot broadcast tower for KFUD-FM's transmission in 1988. Also beginning in late 1988, broadcast sales on the FM station began to increase significantly. Today, average monthly sales exceed \$55,000, more than double the amount in 1987.

Once again, extension services (now known as Audio Resource Services) became a priority and were expanded. Among other things, the Board for

Communication Services explored the acquisition of additional radio stations and inaugurated a programming partnership with WLAB in Ft. Wayne, Indiana. (6)

A new purpose statement for KFUD-FM was adopted in early 1989 and programming changes were called for to make it more apparent that KFUD-FM is an integral part of the Mission and Ministry strategy of the Board for Communication Services.

The 65 years of KFUD have been marked with radical changes. The geographical broadcast range of KFUD has gone from the majority of the United States to a relatively small area in Illinois and Missouri. One station became two. Broadcast hours have expanded from several each week to a combined high of over 225 hours per week. It has moved from being subsidized to being self-supporting. Financially, it has experienced both prosperity and poverty. Its vision for new and innovative use of radio has at times been clearly apparent while at other times it has been obvious by its absence. It has gone from a not-for-profit operation to one that is active in the commercial realm.

The 65 years of KFUD have also been marked with a certain continuity. It has always been part of the Mission and Ministry of The Lutheran Church--Missouri Synod. Programming philosophy, though varied from time to time, has remained basically the same. The major emphasis on religious programming and classical music is obvious today just as it was in the station's infancy. It continues to be committed to the proclamation of the Gospel through radio and to service through its various program and resource offerings.

May, 1989

## B. Classical Music

Classical music has been part of KFUO's broadcast format since the station first went on the air in 1924. The founders of KFUO, John H. C. Fritz, Richard Kretschmar and Walter A. Maier, were proponents of a ministry that included classical music since classical music was compatible with the proclamation of the gospel and, in many instances, was an actual vehicle for such proclamation.

Many of the musical offerings of such greats as Bach, Schuetz, Mendelssohn, Bruckner, Handel and others were composed as expressions of faith in the Lord Jesus Christ and dedicated to His glory. Many were based on Holy Scripture. These composers considered their music to be a strong witness. For many listeners, it still is.

Martin Luther stated: "After theology, I accord to music the highest place and the greatest honor." Nearly five hundred years later, The Lutheran Church--Missouri Synod still follows the tradition that Martin Luther himself began--a tradition of using fine classical music to glorify the name of Jesus Christ.

Dr. Paul Schrieber, Professor of Old Testament Theology at Concordia Seminary, St. Louis, has said of KFUO-FM:

. . . the unique orientation of KFUO is dedicated not only to the best in classical music but also to the Christian classics. Where else can one hear Bach, Schuetz, Handel, etc. all related to the church year? KFUO-FM does not simply react negatively to a cultural and aesthetic waste land but contributes something very positive. In past centuries classical music was created for the Church; KFUO is a safe guard that our great Lutheran heritage not be forgotten and lost."

In addition to its witness value, classical music is a means to reach tens of thousands who may not be reached easily by the people of The Lutheran

Church--Missouri Synod in any other way. This contact makes people aware of  
Synod and facilitates personal evangelism efforts.

8

⑨

## C. Statement of Philosophy

Finally, brothers, whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is admirable--if anything is excellent or praiseworthy--think about such things.

Philippians 4:7

What contribution does The Lutheran Church--Missouri Synod wish to make through its operation of KFUFM-FM?

As part of the ministry of the church it would be clear that the purpose<sup>†</sup> lies beyond the glorification of art and cultural improvement. While there is a crying need for such contributions, the goal of KFUFM-FM is for higher spiritual enrichment and edification. More than elevating human thoughts and moods, the desire is to design programs that reflect the glory of God and redound to His praise. The following statement of J. S. Bach summarizes the principal outlook regarding the purpose, goals, and format of KFUFM-FM:

All music should have no other end and aim than the glory of God and the recreation of the soul: where this is not kept in mind, there is no true music but only an infernal clamor and ranting. (Quoted by Albert Schweitzer in J. S. Bach, vol. I London: Adam and Charles Black, 1945, p. 167.)

Only Biblical truth and substance can achieve and awaken spiritual regeneration and refinement of the human spirit. Certain forms of artistic expression are better suited than others for reflecting and conveying the grandeur, glory, goodness, and grace of God. The church's sacred music, especially exemplified in the music of Bach, Mendelssohn, Luther, Schuetz, and others, was the fruit of utilizing and developing the highest forms of artistic expression as the auxiliary medium for conveying Biblical truth and reflecting the glory of God. While such sacred music made an incalculable contribution to civilization and culture, their lasting effects have been eroded by lowering of cultural standards and the strong competition of

(10)

artistic expression which emphasizes the lower and sinful aspects of human beings. Therefore, KFUE-FM wishes to maintain an appreciation of the higher forms of expression which stimulate sensitivity to beauty and balance, to reflectiveness and reverence, and to values and worth. This in turn provides an avenue for the presentation and appreciation of sacred music as a context for a Gospel witness. KFUE-FM aims at fostering the reciprocal relationship between classical (concert) and sacred music toward the improvement of culture and the praise of God.

A concerted effort for excellence and suitability is required in striving toward this goal. Much in the popular culture is trivial, superficial, crass, demoralizing, vulgar, and sinful. On the other end of the spectrum, the fine arts are easily oriented to praise of man, cultural elitism, and secular humanism. KFUE-FM wishes to allude to the verticality of God's relation to humankind via the fine arts. God has given people talents to be developed in God-pleasing ways. KFUE-FM's concert-music format testifies to the goodness and wisdom of God in giving these gifts. In addition, KFUE-FM will make clear that the refinement of the human spirit in a lasting and ultimately meaningful way is through the revelation of God's grace in the Gospel. KFUE-FM offers its programming in response to God's goodness and grace and seeks to witness and reflect God's glory through concert and sacred music programming.