

NAACP EXHIBIT 28

Federal Communications Commission			
Docket No.	<u>94-10</u>	Exhibit No.	<u>28</u>
Presented by	<u>NAACP</u>		
Disposition	Identified	<u>6/21</u>	
	Received	<u>6/22</u>	
	Rejected		
Reporter	<u>BARBARA LORD</u>		
Date	<u>6/21/94</u>		

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THE PLACE OF KFUC-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 KFUD-FM in the
Mission and Ministry Strategy of the Synod

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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, KFUO 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 KFUO-AM and KFUO-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.)

KFUO'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 KFUO'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 KFUO and KFUO-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 KFUO-AM and FM were separated. KFUO-FM became a full power stereo broadcast operation devoted in large measure to classical music. Emphasis on "religious" programming returned to KFUO-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

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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.

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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 KFUE-FM?

As part of the ministry of the church it would be clear that the purpose lies beyond the glorification of art and cultural improvement. While there is a crying need for such contributions, the goal of KFUE-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 KFUE-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

artistic expression which emphasizes the lower and sinful aspects of human beings. Therefore, KFUFM 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. KFUFM aims at fostering the reciprocal relationship between classical (concert) and sacred music toward the improvement of culture and the praise of God. (10)

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. KFUFM 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. KFUFM's concert-music format testifies to the goodness and wisdom of God in giving these gifts. In addition, KFUFM 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. KFUFM 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.

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D: Purpose Statement

The Standing Committee on Broadcast recently reaffirmed its understanding of the purpose of KFUD-FM by the adoption of the following statement:

Through its concert music, sacred and fine arts programming the purpose of KFUD-FM is to:

- * Reflect God's glory;
- * Express the Gospel through appropriate artistic presentations;
- * Reach a significant number of people who would not be reached with traditional religious programming;
- * Contribute to the cultural well-being of the community;
- * Provide an alternative to both secular humanism and the culture that emphasizes the sinful;
- * Attract advertising revenues that will enable the station to be self-sustaining and provide surplus revenues for other KFUD broadcast ministries.

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E: Immediate Plans

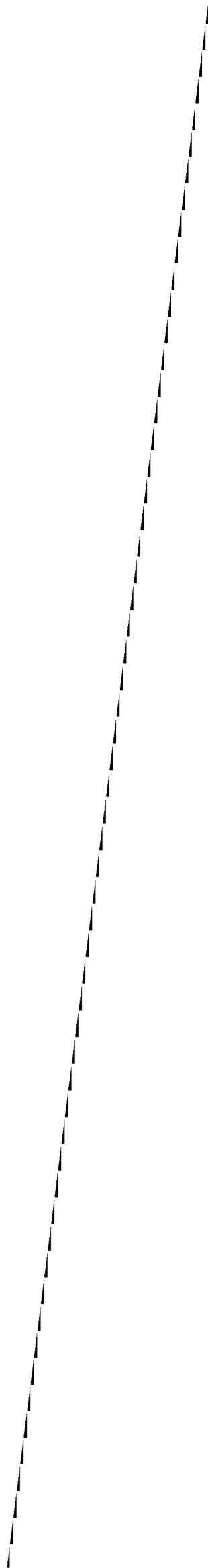
1. By July 1, 1989, the programming of KFUC-FM will more intentionally represent the stated purpose of KFUC-FM.
2. By September 1, 1989, KFUC-FM will have finalized plans for the nationwide "marketing" of a KFUC-FM-produced sacred classical music syndicated feature.
3. By September 30, 1989, net monthly broadcast sales for KFUC-FM will exceed expenses; by December 1, 1989, KFUC-FM revenues will at least equal expenses for the first five months of the 1989/90 fiscal year; the 1989/90 fiscal year will show a surplus in FM revenues that will help support KFUC's Audio Resource Services.
4. KFUC-FM will retain a listening audience of at least 100,000 persons.

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F: Benefits to the Synod

Retention and continued operation of KFUO-FM will benefit the mission and ministry of the Synod by:

1. Allowing the Synod to reach and to serve over 100,000 persons within the listening area and others throughout North America and beyond who may not be reached by the Synod in any other way;
2. Protecting a valuable and appreciating asset that provides a ministry without Synodical subsidy;
3. Providing the expertise and technical facilities for the production of syndicated classical music, sacred and fine arts features;
4. Providing valuable visibility and maintaining community goodwill for the Synod in its headquarters city;
5. Keeping faith with those who have provided the support for the station throughout its history;
6. Providing revenues for use in maintaining and expanding KFUO's Audio Resource Services; and
7. Assisting in defraying the costs of operating KFUO-AM.



NAACP EXHIBIT 29

<u>Federal Communications Commission</u>	
Docket No.	<u>94-10</u> Exhibit No. <u>29</u>
Presented by	<u>NAACP</u>
Disposition	Identified <u>6/21</u>
	Received _____
	Rejected _____
Reporter	<u>BABARA L. WOOD</u>
Date	<u>6/21/94</u>

September 26, 1955

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Dr. A. O. Fuerbringer
Concordia Seminary
St. Louis 5, Missouri

Dear Dr. Fuerbringer:

KFUC is giving serious thought to a RADIO-TV STUDENT TRAINING plan to give practical in-station instruction to those students of the Seminary wishing to avail themselves of it.

"RST" will be on a voluntary "work-learn" basis and can accommodate perhaps 40 or more students, who express definite interest and who agree to abide by a few simple rules.

Hours will be arranged for "RST" after 3:00 P.M. each day. Some, however, can be accommodated in the early morning hours. It is suggested that each student sign up for not more than 1, 2 or 3 hours, one day of each week. Those qualified for announcing will be scheduled for air work. Others will be assigned to such phases as continuity, production, religious program format study, Biblical drama writing, music programming, schedule structure, radio and TV script writing and other activities.

None will be paid. Individual counseling will be given by the KFUC staff on all phases of broadcasting. Workshop sessions and "observing clinics" will be arranged. The idea behind "RST" is to give as many students as possible some acquaintance and training in the several phases of radio and television work. Upon signing up for a scheduled in-station period at KFUC, the student will be expected to keep his appointment. If he cannot, he is to notify the station and a substitute arrangement can be made.

Each student involved in the "RST" plan will have free access to any member of the staff to ask questions, have individual conferences and avail himself of any special phase of work in which he is especially interested.

It is suggested that someone be assigned to represent the Seminary for the carrying out of the objectives of "RST". The Seminary representative would be free to observe the student's work, help in developing instruction procedure and aid generally in making the venture mutually successful. Such Seminary representative would moderate the workshop sessions at which KFUC personnel will be available for lectures, etc.

While the service of these men will be of material value to KFUC, the idea is to make an acquaintance with radio and television available to as many different men as possible. We consequently would want only the assigned men present on any one day, except when we would hold a workshop session at a mutually agreeable time.

Page Two
Dr. A. O. Fuerbringer
September 26, 1955

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As we see it, "RST" does not require formal agreement between the Seminary and KFUC except that the Seminary will encourage interested students to take advantage of this training, and assign a member of the faculty to "sit-in" with us and help carry out the program.

We hope this idea meets with your approval and that you will lend encouragement to its development.

Sincerely yours,

Emerson Russell
General Manager

ER:bjr

cc: Dean L. C. Wuerffel
Dr. Arthur Repp
Mr. John Pfitzer
Dr. Kenneth Bradmeier
Dr. H. H. Hohenstein

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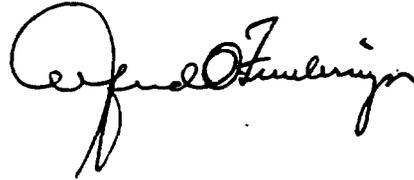
MEMORANDUM

From: Alfred O. Fuerbringer

President, Concordia Seminary, Saint Louis, Missouri

To: ~~Mr.~~ Emerson Russell

This will acknowledge receipt of your recent letter and confirm the oral conversation we had in connection with your bringing it to me. I believe that the idea you present about your "RST" program has merit and I have discussed it with Dean Wuerffel. He agreed to work with Mr. Pfitzer toward implementation of the plan and will inform you as progress is made.



Date: 5. October, 1955

Radio Student Training Plan

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1. Two evening meetings have been held with Mr. Emerson Russell, General Manager of KFJO to formulate plans for the Radio Student Training Program. While the plans are beginning to take shape they certainly are not in their final form.

2. Imagining that we will have about twenty men interested in this student activity, we have scheduled Mondays from 3 until 4 for lectures. All twenty men should attend these lectures. Then on the rest of the days of the week a man has the prerogative to choose one hour on anyone of those days to put into practice what was discussed on Mondays.

3. Dividing the ^{COURSE} ~~units~~ into weeks, the following is a rough outline of what it will eventually look like.

First week--Course Orientation--~~to~~ ^{station} orientation and audition.

Second week--Microphone technique--radio announcing.

Third week--Program types and formats--radio announcing.

Fourth week--creating radio ideas (building a program)--putting the program on paper.

Fifth week--Idea presentation--refining the idea (consultation with staff members).

Sixth week--Script writing "techniques"--Script writing.

Seventh week--the complete script--script writing.

Eighth week--Production--assembling of music, sound effects, and props.

Ninth week--producing the show.

4. The first item in the above list gives the topic of the lectures for Mondays. The second item lists the workshop activity for the week.

5. The orientation meeting should show a schedule of how this radio training plan will take the student through the course. It should specify particular projects such as dramatization and program remodeling. It should offer electives such as radio acting (Miss Martha Mae Boyer, teacher of radio at Lindenwood College requests that boys interested in this type of elective be given the opportunity to work with the Lindenwood girls on a particular radio program project). The workshop activity for the first week will include a station orientation as well as an audition. Those students who qualify for radio announcing in the audition will be assigned certain programs to announce following the second week. These assignments may or may not be terminated after four weeks.

6. A record profile of each student should be kept in a very general way. It should be analyzed on the basis of what the student has manifest proficiency in in the various areas.

Concordia

LUTHERAN



Seminary

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801 DE MUN AVE

St. Louis 5, Mo.

October 25, 1955

Mr. Emerson Russell
KFUO

Dear Mr. Russell:

Dr. Fuerbringer referred your communication of September 26 in which you recommend a RADIO-TV STUDENT TRAINING plan, to my desk for action. He is suggesting that we convert this entire program into a student activity program, and come to some mutual understanding as to how this entire activity program is to be run.

In accordance with our seminary policy, I have asked Prof. John Pfitzer to act as sponsor for this student activity, and I suggest that you and Mr. Pfitzer get together to establish some mutually agreeable program and re-submit it as an actual student activity, any obligations of the seminary students clearly delineated and set forth. Mr. Pfitzer would then be able to continue to guide this as all the other programs in the category of student activity.

If any further information is desired on my part, I shall be happy to meet with you and Mr. Pfitzer, if that is desirable. On the other hand, I know that Mr. Pfitzer is fully acquainted with the seminary policies and I am sure will be able to represent the cause adequately as far as we are concerned.

Assuring you of my interest in this project, and wishing you every blessing in your important work, I remain with cordial and personal greetings,

Yours in Him,

L. C. Wuertzel
Dean of Students

LCW:jz

c.c. Prof. J. Pfitzer

NAACP EXHIBIT 30

<u>Federal Communications Commission</u>	
Docket No.	<u>94-10</u> Exhibit No. <u>30</u>
Presented by	<u>NAACP</u>
Disposition	Identified <u>6/21</u>
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Reporter	<u>BARBARA WOOD</u>
Date	<u>6/21/94</u>

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CONCORDIA SEMINARY

801 DeMun Avenue, St. Louis, MO 63105

Office of the Registrar

003597

DATE: February 14, 1990

TO: Bob Thomson, General Manager KFUCO-FM

FROM: Prof. Eickmann

RE: Enrollment, Fall Quarter 1989-90

According to the report we submitted to the Association of Theological Schools regarding "Enrollment, Fall Quarter, 1989," the following is a summary of our enrollment by racial/ethnic categories:

Non-Resident Alien	18
Black Non-Hispanic	3
Asian/Pacific Islander	5
Hispanic	2
White, Non-Hispanic	454
Total	482

I hope this information will be helpful for you. It should be noted that the information is from the first quarter of this school year.

Jerrold A. Eickmann
Registrar

JAE/km