

on the victories to be won!

I want to thank you for loving us so much and taking such good care of us, not only spiritually but in every way. I love you and it really breaks my heart to feel your great love and know your concern for us personally in the midst of so many changes, problems and burdens of the Lord's Kingdom which you are concerned with worldwide. It makes me feel so small for my own lack of love in not communicating my love for you more often. Please forgive me!

We need you so, so much and you are so loved by every one of us! My love for you grows only deeper and stronger with every passing day as the Lord and you, through the Letters, lead and mould us in our daily lives. I love you because you first loved me and laid down your life for me, sacrificing so much that I might know your love and God's love through you. You are always and forever my beloved King, Shepherd and the greatest love of this life.

One of the greatest lessons of love I've learned from you both is your great, great love for each other, as well as for others. It is the greatest sample I have ever seen between two human beings! I love the way you love and need Maria and depend on her and take care of her and the way she loves you and takes care of you with such selfless devotion.

I've never seen two people give so much of themselves for others and for each other. I've never seen two people hurt so much for each other,

dying daily for the happiness of someone else. I know because I've seen it and experienced it myself when I was with you. But the dying daily has given you both such an inner strength, a faith, a peace, a power to overcome the impossible.

I pray I can become more like Jesus and you and more loving, not only to my mate, but everyone I meet. I know you have so much love because you give so much away, and when you give you give everything you've got!

Thank you for all the love you have given me, the time you have given me, the sample you have shown me and the Words of God you have given to us all that are showing us how to conquer the world with His Love! They are a burning light, a living testimony etched forever in my mind, heart and soul!

We need you so much to lead us and teach us the way. I pray for your health, your strength, your safety, your time and your happiness, which are so precious and important to us all!

Thank you for caring and for sharing and bearing our burdens, and I just pray we can fight better, let our light shine brighter and unite hearts together wherever we go by His Spirit, through His Word, with His Love for His Kingdom! I'll be forever Loving You, Your Becky.xxx

**HOW TO WRITE TO DAD:** Send your letters to: M. Nees Clark, Apdo. 35090, Madrid, Spain (with Attn: Keren in lower left corner). No COG, FOL, MO, etc. on envelope!

# THE FAMILY NEWS - BY YOU!

Vol. 9, No. 7 D.O.

Edited by The Zs.

## Change The World! - Via Radio!



A "how-to" by the producers of "Music With Meaning", the Family's radio show reaching millions in India—now beginning its 3rd year!

**HOW DO YOU REACH A COUNTRY** with a population of nearly 700 million?—A population that is increasing by over 100,000 every few days.—Also, a population that is largely illiterate and widely scattered over a large area? Well, one of the means that is obviously at our disposal is the mass media, and in countries where only a fraction of the population is plugged into television, this means the radio! **IN INDIA, THE LORD HAS REALLY BLESSED** our efforts in

pioneering this form of outreach, in order that we

might begin to reach this vast country with our message of Love. Not having had any previous experience in this field, it's taken almost two years for our radio ministry to develop to a point where we now feel that the "Music With Meaning Show" could also be a blessing to other English language areas in other parts of the world, and we would like to offer our services to you in any way that we can to make such a thing possible.

**IT'S ENCOURAGING TO NOTE** just how many stations in America alone that Dad managed to provision time on. It is interesting also that the Seventh Day Adventist

movement, which has covered 85% of the globe with their religious broadcasts. The potential is there for us to cover it too, especially with all the fantastic broadcastable material that we have available to us.

**WHAT FOLLOWS ARE A FEW TIPS AND GUIDELINES** on how to approach a radio station and what kind of "sales pitch" you could use to sell them on the idea of broadcasting either our show or your own. Please bear in mind that our experience in this field has been confined to India and Sri Lanka only, so when dealing with your local station you'll have to operate on your own faith, vision, needs and the Lord's leading.

**"MUSIC WITH MEANING"** THIS PROGRAMME OF MUSIC FROM THE FAMILY has been heard over Asia now for two years. The first year it could be heard once a week for fifteen minutes on Sunday evening, and then by popular demand it became a six-day-a-week show starting in 1978. Half-way through 1978, we changed the times once again because so many were asking for a half-hour programme.

**SO CURRENTLY WE HAVE FOUR 15-MINUTE SHOWS A WEEK** at 8:30 p.m. and one half-hour show on Sunday morning at 8:30 a.m. These times are ideal for the listeners in Asia. If you do get a show on the air, then it is, of course, good to pray hard to get a time when the most people are listening. Perhaps Sundays would be good—also a time that doesn't conflict with a popular TV show or

some other entertainment. **THE SHOW ITSELF CONSISTS OF FAMILY MUSIC** from all our different bands and singers worldwide. Also included are short appropriate MO quote jingles, interviews with the different inspirationalists who have contributed their music to the show, and we've just started doing a few skits and radio dramas based around different MO Letters or passages from them.

**THE PREDOMINANT THEME IS SPREADING LOVE THRU' MUSIC**, and between the music and the commentary we try to include our complete message in this very palatable form. On the programme itself we do not mention the name of any particular organisation sponsoring the show, but rather say that the show is brought to you by young musicians worldwide who believe in Love and who believe in putting Love back into music—or something similar.

**IF YOU WANT TO AVOID TELLING THE STATION THAT THE SHOW WILL BE SPONSORED BY THE FOL**, then you could just say that the appeal of the programme lies in the fact that it features music that has been recorded non-commercially and that the programme exists to give bands and singers who have not necessarily made a record but who have a lot of talent a chance to be heard.

**THIS APPROACH HAS WORKED VERY WELL HERE**, with the programme acting as a bait for people to write in and join the "Music With Meaning Club". When they write in, they are then given a deeper understanding of the motivation

behind the show through the Letters that have inspired the music they love so much.

**CURRENTLY, WE HAVE ABOUT 2,000 MEMBERS** of the "Music With Meaning Club" and each month we receive an average of 300 letters from listeners who write us for the first time, not counting correspondence from those who are already members! So, this radio ministry has become quite an outreach! The club members who seem the most interested in our message become potential catacombers, and we have recently sent out teams to various cities where we have no Home in order to follow up on club members and potential catacombers won via the radio show! **"MUSIC EXPLOSION"**

**THIS IS THE NAME OF ANOTHER RADIO SHOW** we are doing here in India that is heard in the cities of Bombay, Pune and Nagpur on a major radio network. "Music Explosion" is sponsored for us by a local shoe company owned by a friend of the Family. At the beginning of the show we include a short advertisement for the shoes and in return the company foots the bill (ha!) for the show and also pays us for doing it, providing the Family here with a very useful weekly source of income.

**WE CAN'T MENTION ANYTHING TOO RELIGIOUS** as the station is government censored and very anti-missionary. In fact, it is a real miracle that our music can be heard on this station! PTL! Again, the idea of a programme of "non-commercial" music has really caught on amongst the youth, as they seem to be sick

of the other stuff and eager to hear something fresh and new. This programme is being heard by millions of people who only tune in to their local station and don't normally listen to the Sri Lanka Broadcasting Company. In our mail follow-up, we tell them that if they want to hear more, they can tune in to "Music With Meaning".

**IN YOUR AREA, THEN, IT SEEMS YOU HAVE TWO DIFFERENT POSSIBILITIES:** 1) To provision the time and have the station put it on for free as part of their programme schedule, or 2) Have the programme sponsored by a local company or privately by a fish or friend who would like our message and music to be heard in his country or locality.

**IF YOU LIKE, WE CAN HELP** by sending you reel masters of the "Music With Meaning" radio shows (or "Music Explosion" if you like that name better) for \$15 per 15-minute programme or \$30 for half-an-hour. This includes airmail postage. Also available is a cassette of sample programmes you could take to the station as a demo, for \$5. If you'd like samples of the form letters, newsletters and comics that we use for the mail follow-up, we can send you these too. Address: James Stoddart, Box 8047, Ville Parle, Bombay 56, India. For a good selection of Family music for making up your own programmes, please write to Wild Wind Tapes, which has a good selection of masters. Address: Wild Wind Tapes, B.P. 3191, 31027 Toulouse, Cedex, France. — James & the "Music With Meaning" crew; India.