

A Plan and Partner Opportunity for Expanding the “*Darwin or Design*” Weekly Radio Shows into New Jersey, Southeastern New York State and New York City



Contact Info:

Dr. Thomas E. Woodward
C. S. Lewis Society

2430 Welbilt Blvd., Trinity, FL 34655

twdwrd@tampabay.rr.com -- 727.642.8574

Mr. Kevin H. Wirth

Access Research Network (ARN)

PO Box 38069, Colorado Springs, CO 80937-8069

kwirth@arn.org – 360.990.5422

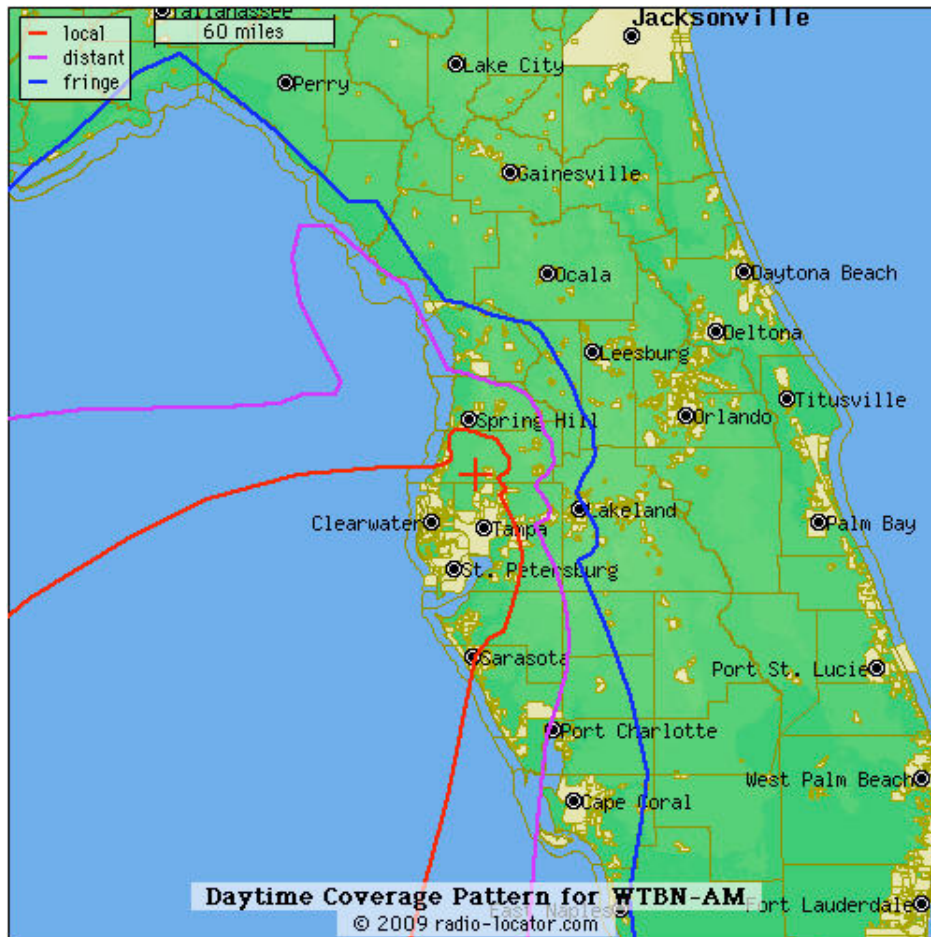
Overview:

For three years, the C.S. Lewis Society has broadcast a weekly one-hour taped radio program titled “*Darwin or Design*” to almost 3 million potential listeners in Tampa Bay, Florida over 5000 watt WTBN 570 AM and simulcast on WTWD 910 AM on Saturday afternoons. The show, produced at the Tampa Bay Salem facility, has been a huge success in this market, and has generated significant interest in the origins debate.

The programs, presenting news and analysis—including exclusive interviews with leading scientists, philosophers, educators, and attorneys—have focused upon the scientific controversy raging over Darwinism and Intelligent Design (ID) theory. Since the mainstream media often distorts this controversy and presents a false caricature of ID, the program serves as a forum for offering

different perspectives and shedding light on the progress of this debate. The profound implications of ID theory are also explored. No regular radio program in the world tackles this vital issue in comparable depth and contemporary coverage as “*Darwin or Design*.”

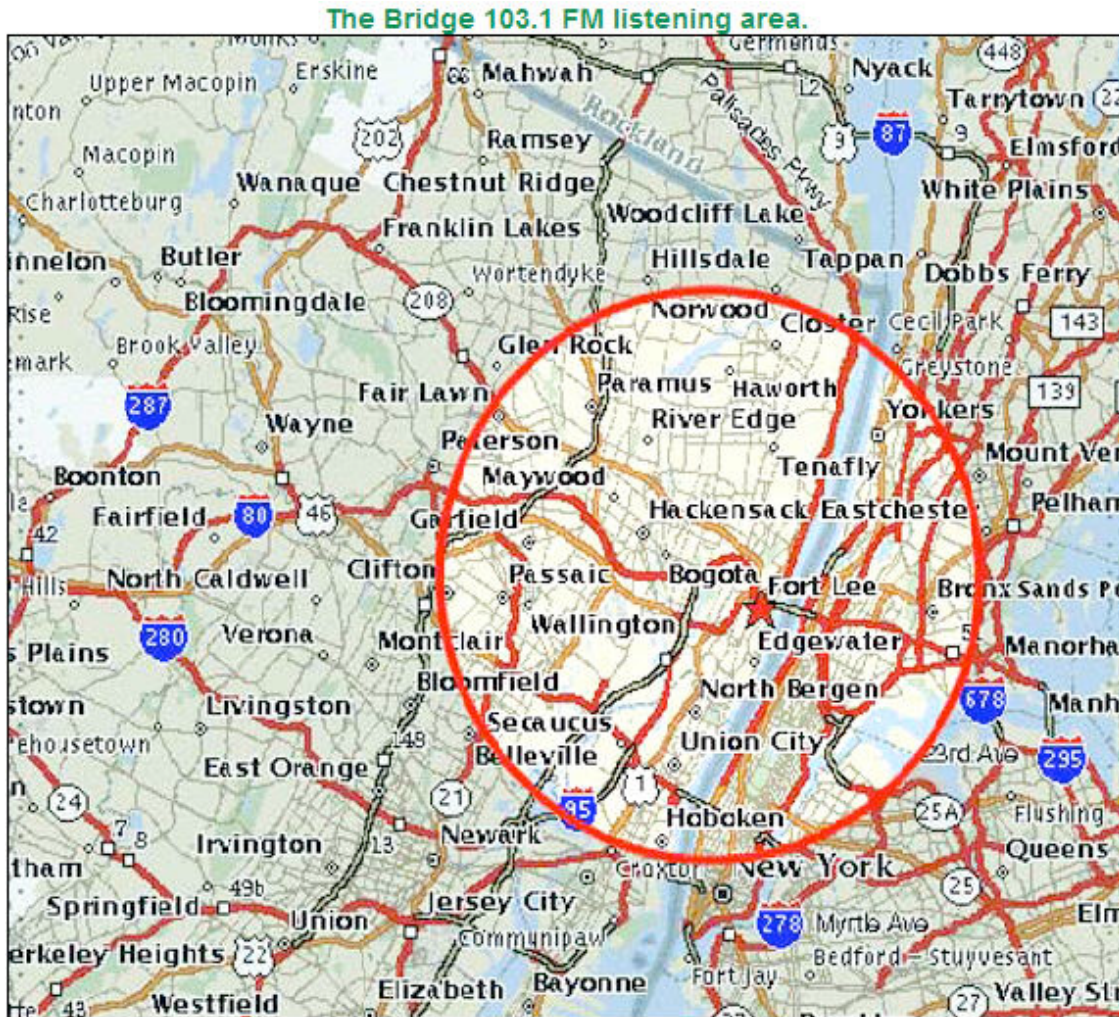
Existing coverage map of “*Darwin or Design*” on WTBN 570 AM



Beginning in October, 2009 the planned expansion of the *Darwin or Design* program includes broadcasting on a suite of FM radio stations known as “*The Bridge*” for a one-year contract (and hopefully beyond). Frequencies and transmitter locations for The Bridge include: 103.1FM Fort Lee, NJ; 89.7FM Freehold, NJ; 99.7FM Monticello, NY; 94.3FM Pomona, NY, 98.9 FM Poughkeepsie, NY and 91.9FM Northern Monmouth & Southern Middlesex County, NJ . In addition The Bridge is broadcasting on iTunes, as well as streaming on the web 24/7 at www.BridgeFM.org.

This expansion into a weekly Saturday morning program also creates an exciting joint-venture partnership between the C.S. Lewis Society and Access Research Network, both high profile groups in this important debate. The *Darwin or Design* show will boldly penetrate a region that includes the heart of New York City (almost all of Manhattan and the Bronx), along with areas in northeastern New Jersey, and counties in Southeastern New York State.

This represents a potential audience reach of 6.7 million persons, and would increase the total potential audience of *Darwin or Design* to 10 million listeners. According to Arbitron ratings, approximately 100,000 listeners will tune in each week to the *Darwin or Design* show in these combined listening areas, with an even wider potential audience around the world listening in on iTunes and streaming webcast.



The program's coverage of the "implications of design" will highlight the cultural fruit of the Design Paradigm. For example: (1) ID, with its commitment to an "intelligible universe," provides powerful guiding assumptions upon which the enterprise of science can thrive and grow; (2) ID tends to support the solidity of objective ethical values; (3) ID supports the assessment of valid but non-mainstream scientific perspectives; and (4) ID opens the door to one's own investigation of a theistic world view. Listeners of the broadcast who are interested in any or all of these issues are regularly referred to the C.S. Lewis Society's own website, (www.apologetics.org), along with that of Access Research Network (www.arn.org), and other important resources.

Program Description:

The program format includes 50 minutes of broadcast time, broken into three segments of 12 minutes, and one segment of 14 minutes. Each week, Dr. Thomas Woodward or co-host Kevin Wirth shares breaking news or a vital topic--mostly new scientific evidence from published reports. Occasionally, a briefing on one of the related areas of philosophy, jurisprudence, or history is shared, but every week there is report that bears directly on a current issue related to the red-hot debate between Darwinism and Intelligent Design. The show format is moving towards a "Meet the Press" approach, with hard-hitting questions presented to guests on both sides of the debate.

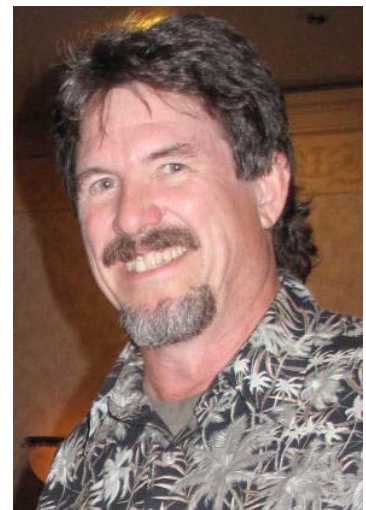
Recent programs have included interviews with (1) Lehigh biochemist Michael Behe, author of "*Darwin's Black Box*" and "*The Edge of Evolution*," (2) the agnostic mathematician-philosopher David Berlinski (famous through Ben Stein's Parisian interview in *Expelled*) who has been an outspoken critic of Darwinian theory, (3) Steven Meyer, author of the bombshell book "*Signature in the Cell: DNA and the Evidence for Intelligent Design*," and (4) the father of the modern ID movement, Phillip Johnson, author of *Darwin on Trial*. Brad Monton, the atheist University of Colorado professor (and philosopher of physics) shared the story of his new book "Seeking God in Science: An Atheist Defends Intelligent Design." Some weeks, news briefings are organized about a chosen topic (e.g. "Darwin's Abominable Mystery of Plant-Evolution").



Dr. Tom Woodward

The program's creator and host is Dr. Tom Woodward), the founder and director of the C.S. Lewis Society. Dr. Woodward, who is Research Professor at Trinity College of Florida, is a graduate of Princeton University, Dallas Seminary and the University of South Florida (with a Ph.D. in the Rhetoric of Science field). He has taught apologetics and the history of science at Trinity College since 1988. His award-winning "Doubts about Darwin: A History of Intelligent Design" was followed in 2006 by a sequel: "Darwin Strikes Back: Defending the Science of Intelligent Design."

Co-host for the show is Kevin H. Wirth, CEO and founder of Leafcutter Press, which has published two important books related to discrimination against Darwin skeptics; *Slaughter of the Dissidents* by Dr. Jerry Bergman and *Free to Think* by Dr. Caroline Crocker. Mr. Wirth is also the co-founder of Students for Origins Research, which was reorganized in 1991 as Access Research Network (ARN). During the past two decades, ARN has emerged as a leading internet and media information source on the Darwin/Design controversy. Wirth is currently the ARN Director of Product Development and Media Relations. The expansion of this program into the heavily populated NY/NJ market will facilitate a much broader awareness of the mission of both the C.S. Lewis Society and ARN, and will greatly extend the



Kevin Wirth

availability of the C.S. Lewis Society's boutique products and the massive inventory of ARN videos, books, blogs and science education resources.

Over the course of more than 20 years, ARN has created an impressive collection of proprietary products featuring some of the top speakers, debaters, attorneys, scientists, and educators involved in this important ongoing debate, and has assembled perhaps the most comprehensive collection of science-based origins products online. Leveraging those products on the show to this expanded audience will enhance the perception of both partners as important contributors to this ongoing debate. Many of the broadcasts will feature one or more products related to the show topic, and should generate a significant increase in both product sales and support partners, thus enabling both ARN and the C.S. Lewis Society to continue and hopefully expand their work in educating the public about key evolution and intelligent design related issues. There are also plans to make the *Darwin or Design* shows available as podcasts or downloadable products at ARN, adding weekly to ARN's growing catalog of ID-related resources.

Impact on our Culture:

The topics of evolution, Darwinism, creation, and intelligent design combine to form one of the most important debates in our progressively more secular and science-centric culture. While the majority of Americans have for decades held to the notion of a Creator or at least compelling evidence for design in nature, the academic and scientific establishments have become increasingly intolerant of any perceptions that do not wholeheartedly embrace and endorse a completely Darwinian world view. The result is a growing controversy over what the evidence really tells us about how life began and survived throughout the millennia, as well as who should and should not be allowed to educate students on these topics. Since the answer to the question of "Where did I come from?" is extremely important for establishing a personal framework about whether we are alone in the universe, it is one of the most important life questions each of us must grapple with. The "*Darwin or Design*" show offers listeners an opportunity to explore and challenge key evidence without pressure from heavily biased influences. Given the strongly one-sided messages presented to the public in the media, and to students in academia, the "*Darwin or Design*" broadcast offers a much-needed alternative perspective on many key issues related to this important debate.

The opportunity presented by the show provides much needed help designed to counter flawed arguments and offers a wealth of alternate resources to listeners who wish to become better educated. In this way, the show effectively challenges the status quo and encourages listeners to consider avenues of inquiry they might not otherwise be exposed to. This broadcast will continue to have a significant and growing impact on our culture.

Partner Opportunity:

The bare-bones cost of producing the *Darwin or Design* show is just under \$2,000 each month for both the Tampa Bay and the NY/NJ markets. This covers production costs only, and does not include research and prep time for either Tom or Kevin. We are looking for financial partners who would like to help underwrite the cost for the first year with a one-time gift or a monthly commitment. So far, we have one sponsor who has donated \$400 each month towards these costs, and we have

the cost of the NY/NJ markets covered for the first three months, but we require additional support for the expansion of this show to take root. We would humbly ask that you consider participating as a financial partner with us as we move forward with this effort. Many lives will be changed forever as a result. Your donations for this work are tax deductible. For more details about how you can participate, please contact either Tom Woodward or Kevin Wirth by referring to the contact information presented at the beginning of this prospectus. Suggested donation options are presented below.

Annual production cost =	\$24,000
Current monthly pledges =	\$ 4,800
One time gifts =	\$ 2,100
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Balance we must raise =	\$17,100

We have included examples of how this amount could be raised below. Please let us know how you would like to partner with us:

At this time, we need to raise an additional \$1425/month to meet our expenses. We can achieve this goal if:

- 100 partners would make a monthly commitment of \$14.25
- 50 partners would make a monthly commitment of \$28.50
- 100 partners made a one-time investment of \$171

Bonus Gift

To express our appreciation to you for financially supporting the radio program with a monthly pledge of \$28.50 or more or a one-time gift of \$100 or more, we would like to send you a CD audio recording of a recent *Darwin or Design* radio program of Kevin Wirth interviewing Dr. Phillip E. Johnson. Dr. Johnson indicated during this broadcast that this may be his last media interview, so don't miss out on this opportunity to hear one last time from one of the founding fathers of the modern intelligent design movement. In addition, all of Kevin's broadcasts will be made available online and will be provided exclusively to those who pledge a minimum of \$28.50 per month.

Tax-deductible donations can be made online at <http://www.arn.org/dd/donation.htm>.