

“DIRECT LINE” RADIO PROGRAM RATED TOPS IN MARKET

Recently released Arbitron ratings show that the radio talk show “Direct Line” was the most-listened-to program by adults in the Decatur, Illinois area during its time slot. The show is hosted by Wayne Kent, pastor of First Christian Church in Decatur. The format is discussion of issues from a Christian perspective without getting “preachy.” The show airs from 5:00-6:30 on Wednesday evenings on WSOY-AM 1340, a secular talk-radio outlet. The ratings indicate over 5,000 listeners per week. DHF Executive Director Doug Harvey is a regular co-host on the show (when he is in town). The show began six months ago with a 60-minute format, and at the request of the station, expanded to the current 90-minute time.