Mission Statement

To embrace our responsibility of sharing the Gospel of Jesus Christ that the lost might be saved, and to encourage Christians to act on behalf of the poor and impoverished in our world.

“...He that winneth souls is wise.”
Proverbs 11:30

Vision Statement ’07

~Our Vision for Every Church~
To be keenly aware of the needs in our world.

~Our Prayer for Every Christian~
To be moved by the Spirit to respond.
Facts

General Information
Format: Mixed Trio
Based: Chattanooga Tennessee
Personnel: Mary McKinley, Shawn Pope, and Wayne Chasteen
Booking: Artist 1 Agency

Ministry Information
Focus: Churches—All Denominations
Venues: Worship Services, Revivals, Retreats, Youth Concerts
Missions: World Vision International

Musical Information
Style: Blended—Southern—Inspirational—Light Contemporary
Format: Tracks (CD), Acappella, Keyboard

Highlights
August 1996: Rhyme and Reason Established
1996-1997: 110 + Concerts
1998: Signed with Nashville based, Zion Records on Jericho Label
120 + Concerts
Released 1st National Single—"I've Made A Promise"
Charted Radio Top 100 National Charts @#77
1999: Promoted to Zion Records’ Zion/Axiom Label
Charted Radio Top 80 National Charts for 7 months
Ministry went to Full Time Status
2000: 9 State Radio Tour
150 + Concerts
Renewed ministry focus to include more Church dates
2001: Joined World Vision International as Artist Associate
1000 + Decisions made for Christ, Conversions/Dedications
Charted Radio Top 100 national Charts for 5 months
2002: 200 + Dates
2500 + Total Decisions
2003: 1st Mission Trip to Dominican Republic
2nd Mission Trip to Jamaica
Made World Vision Top 20 Artist Club for 1st time
Awarded World Vision’s Prestigious New Artist of the Year Award
240 Dates, 469 Conversions/more than 2000 Total Decisions made
2004: Completed New Theme Project Album, “Follow the Call”
Reach 1000 Children sponsored with World Vision
Strong emphasis on Evangelism and Missions

Recordings
1997: “Rhyme & Reason” (Self Titled)
1998: “Off the Beaten Path”
2000: “Living a Dream”
2004: “Follow the Call”
2004: “The Christmas Project
2005: “Rhyme & Reason LIVE”
Biography

Poetry, Purpose, and Passion

This describes the ministry of Rhyme and Reason. Clever lyrics, a strong message and hearts given to God are prominent in every performance given by this talented trio.

Poetry
It is with God given talent that Rhyme and Reason sings about their Savior. Blessed with the gift of Rhyme, combined they have written over 450 songs. These songs have been recorded by more than 20 different artists, and have often held a top 80 spot on the national charts.

Purpose
Ministry is the primary goal of Rhyme and Reason. To exalt the name of Jesus Christ and to encourage believers is the desire of the group each time they walk on the stage.

Passion
It is a love for Christ that gives Reason to this ministry. The desire of Rhyme and Reason is to give back to God that gift which he has given them and to share the love of Christ to all they meet.

Members include Mary McKinley of Scottsboro, Alabama, Shawn Pope of Franklin, Tennessee, and Wayne Chasteen from Chickamauga, Georgia.

Mary, the daughter of a Baptist minister, was singing in church at the age of three. She brings a beautiful voice and unique style to the group. A gifted singer, songwriter and musician, Mary adds depth and quality to this trio. Her ability to blend in the harmonies as well as carry a strong lead vocal is sure to bless everyone who hears her sing.

Shawn, also a PK has been involved with ministry all her life. From the early years traveling with her family and Evangelist father. Shawn has sung to honor and express her love for Christ. She is extremely gifted and perfected her vocal technique to reflect her passion for the work of God and His call on her life.

Wayne is the founder of Rhyme & Reason. Having pastured full time for ten years, it was at the call of God that he embarked on an evangelistic mission. Although a difficult decision to leave the pastorate, God had blessed this new ministry. Wayne writes most of the songs they sing. God has indeed broadened his pulpit and is changing lives by the witness of Rhyme & Reason.

Now one of the hottest groups on the Gospel circuit, the goals of Rhyme & Reason remain the same, share the gospel message with everyone they meet, and with the help of God, they will.
I would readily and whole heartedly recommend this ministry to any Bible believing church and I welcome the chance to have them back in our won church. Our congregation was encouraged and uplifted through sincere heartfelt praise in song.

Lee Jackson
First Baptist Church Nome, TX

Everything was great! I have been well pleased both times you have been with us. I like your sound, your mix of music, and your attitude/spirit. We will use you again in the future.

Joe Miller
Oak Street Baptist Church Soddy Daisy, TX

Rhyme & Reason thoroughly bless me. They don’t try to put on a show. They simply tell you about Christ and his love for you. They present the plan of salvation in testimony and song, and they keep the main focus on Christ.

Frankie Morrow
New Life Baptist Church East Ridge, TN

Appreciated their personalities as I had opportunity to engage in communication with each one. The song selections was good as well as the balance in music and comments. Appreciated the neatness in style of dress and general appearance.

Rick Cicio
Windsor Baptist Church Gainsville, FL

Outstanding!! I believe God arranged our meeting to make it possible for you to share with us the great ministry that you have. You blessed us through your testimony and your obedience to the Holy Spirit. Thank you from the bottom of my heart.

Bill Smith
Kimberly Church of God Kimberly, WV

I enjoyed them. I appreciated their testimony.

Larry Green
Hilton Head Christian Academy Hilton Head, SC

I LIKE IT!! Gospel without Geritol!

Ray Tweed
First Baptist Church Satanta, KS

You were truly sincere and sensitive to the leading of the Holy Spirit. The service was not just a cut and dried meeting. It was obvious you don’t go to just entertain.

Haskell Tinker
Boley Church of the Nazarene Berry, AL

Excellent—personality and musically

Larry Wise
Highland Community Church Highland, IL

You were very uplifting and sensitive to the Spirit of God. God ahs His hands on you guys. It’s obvious you are willing to do God’s Work and you enjoy what you do.

Bob Hammond
Grace Tabernacle Louisville, KY
What to Expect:
*A Rhyme & Reason Concert Fact Sheet*

**Ministry**
As a minister of the gospel, Wayne Chasteen of *Rhyme & Reason* is a ministry by desire and by profession. He has a formal education in Theology and this is his outlet for ministry. A *Rhyme & Reason* concert is designed to uplift, inspire, and lead the Body in worship, and to use music and word as a means to the end of revealing Jesus Christ as Lord.

**Music**
Rhyme & Reason carries the influence of a variety of music. They feel this is important in order to reach the diversity of people who make up today’s churches. From Acapella hymns, to original Southern Gospel, and a touch of light Contemporary, there isn’t a dull moment as they invite the audience to clap their hands and sing along.

**World Vision**
Over the past 5 years, Rhyme & Reason’s partnership with World Vision International has expanded this ministry’s world scope. In a short presentation, the group encourages members of the congregation to become involved with missions through World Vision or through the church’s own outreach program. Child sponsorship packets are placed at the sales table making the ministry more accessible.

**Sales**
Music sales are obviously a vital part of income for Rhyme & Reason and an extension of their ministry. Concert goers can expect to find the sales table neatly arranged with the group’s most recent recordings reasonably priced and available on both CD and cassette. Situated alongside is a World Vision display consisting of child sponsorship packets.

**Sound**
Ten years of concert ministry combined with a vast amount of church feedback has helped Rhyme & Reason design a sound system that enhances rather than distracts from the platform ministry. Rhyme & Reason is sensitive to sound levels and constantly monitors them throughout the concert ensuring that volume is appropriate for each particular audience.
In 2001 Rhyme & Reason partnered with World Vision, the oldest and most recognized Christian relief and development organization in the world. Together R & R and WV are dedicated to helping children and their communities worldwide reach their full potential by tackling the root causes of poverty. In all concerts performed, they will provide audiences with an opportunity to meet the needs of widows and orphans around the globe.

In 2003 R & R became a Top 20 Artist Associate with WV and received the prestigious “New Artist of the Year” award for Outstanding Accomplishments. 2006 marks the 4th consecutive year that Rhyme & Reason has claimed a Top 20 spot in children sponsored.

“Pure Religion and undefiled before God and the Father is this, to visit the fatherless and widows in their affliction, and to keep himself unspotted from the world.”

James 1:27
Here are a few instructions that will help you sort through all the enclosed materials…

**SIX WEEKS ADVANCE PROMOTIONAL CHECKLIST**

- Make copies of flyers and hand-deliver to Christian bookstores & businesses
- **Start to announce our music ministry time from the pulpit**
  Place notice in bulletin specifying [www.rhymeandreason.org](http://www.rhymeandreason.org) to enable congregation to familiarize themselves with our music and ministry focus on their home computers.
  Utilize our newsletters and calendars
- **Area radio stations should be contacted about the event**
  Are they currently playing *Rhyme & Reason* music?
  If not, will they consider our music for airplay? If so, call us, we’ll send a CD.
  If airplay is ongoing, would they use giveaway cassettes for promo purposes?
  If so, contact our office as soon as possible.
- **Area newspapers should receive the photo & press release**
  Request that advertisements run in the religious & entertainment sections.
- **Utilize bulletin inserts**
  Make copies and cut in half to put in church bulletins.

**AGREEMENT DETAILS**

- Please re-read the specific needs of *Rhyme & Reason* and your responsibilities on your copy of the agreement.
  If you have any questions, please call our office immediately.
- **If needed, make lodging reservations at a nearby hotel—2 adjoining rooms**
  Make sure to get check in and check out times, the name rooms are registered under, and confirmation numbers.
PRESS RELEASE

Come and experience the dynamic vocal sound of Rhyme & Reason, the nationally recognized mixed trio from Chattanooga, Tennessee.

Rhyme & Reason will be appearing at:

________________________________________
Facility

________________________________________  ______________________________________
Address                                                            City

______________  ________________  __________________
Day                                        Date                                      Time

Rhyme & reason presents a ministry through music for the entire family. Every age will enjoy their progressive Southern Gospel and Inspirational sound. Now in their 11th year of ministry, Rhyme & Reason travels 12 months each year throughout the United States sharing God’s Truth with literally millions.

Rhyme & Reason, also an Artist Associate for World Vision International, conveys the enormous needs of underprivileged children from impoverished countries in order to make a difference in our world.

Come and enjoy the three-part harmony and ministry of Rhyme & Reason!

Rhyme & Reason is presented by:

________________________________________
For further information call:
2006-2007 Budget Information
This budget was derived by actual expense figures and is made available for the purpose of financial accountability. Expenses show the amount needed for the ministry not to incur losses.

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<th>$ Weekly</th>
<th>$ Monthly</th>
<th>$ Annually</th>
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<td>Honorariums</td>
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<td>Product Sales</td>
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<th>ACTUAL EXPENSES</th>
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<td>Payroll*</td>
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<td>Booking (Agent, Promotion, Long Distance)</td>
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<td>Album Productions</td>
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<tr>
<td>Bus (conversion, maintenance)</td>
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<td>Sound Equipment</td>
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<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$5,410</strong></td>
<td><strong>$23,450</strong></td>
<td><strong>$281,415</strong></td>
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* Payroll based on a total of 4 families (3 singers and sound technician). Based on 3 1/2 compensated dates per week for 48 weeks (168 per year), average need per date is $1,447. Rhyme & Reason schedules a total of 200 dates per year with a breakdown as follows:

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<td>168</td>
<td>- Compensated Dates</td>
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<td>- Benefits</td>
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<td>8</td>
<td>- Exposure/Convention Dates</td>
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<tr>
<td>14</td>
<td>- Mission Dates</td>
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<tr>
<td>200</td>
<td>- Total Dates</td>
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