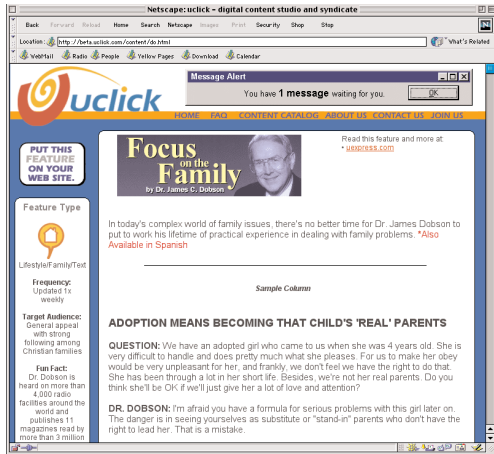


Focus on the Family

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Where can readers go to find wisdom and fortitude? Look no further than FOCUS ON THE FAMILY for intelligent and sincere advice families can use.

Dr. James Dobson, the founder of a nonprofit organization (also titled Focus on the Family) has been the host of a family-values-oriented radio program for years before he began to write his column. His training in psychology, and his years of personal, professional and social experience have all contributed to his wisdom and ability to understand people from all walks of life.

There is no getting around it – in the context of the family, people have conflicts with each other. From sibling rivalry, to alcoholism to divorce, there are traps that all people and their families can fall into. Dobson tries to be there to lend a helping hand. His Christian views are just right for so many people who aspire to live a healthy lifestyle for themselves, their parents and their children.

About the Creator:

Dr. James C. Dobson is founder and chairman of the board of Focus on the Family, a nonprofit organization dedicated to the preservation of the home and Christian values. He is a licensed psychologist in the State of California and a licensed marriage, family and child counselor in both California and Colorado. He is a clinical member of the American Association for Marriage and Family Therapy and is listed in "Who's Who in Medicine and Healthcare."

For 14 years, Dobson was an associate clinical professor of pediatrics at the University of Southern California School of Medicine and served for 17 years on the Attending Staff at the Children's Hospital of Los Angeles in the Division of Child Development and Medical Genetics. He has a doctorate from the University of Southern California (1967) in the field of child development and has received a host of honorary degrees.

Dobson is heard on more than 6,000 radio stations around the world in 15 languages. His commentaries are heard by more than 200 million people by way of radio every day, including a translation of a program carried on all state-owned radio stations in the Republic of China. He is seen on 80 television stations daily in the United States.

The recipient of many awards and professional recognitions, Dobson was chosen as Layman of the Year by the National Association of Evangelicals (1982) and was honored as "The Children's Friend" (1987) by CHILDHELP USA, an organization devoted to the prevention of child abuse.

He has now written 31 books, including "The New Dare To Discipline," "The Strong-Willed Child," "Life On The Edge" and "Bringing Up Boys." The latter is the topic of an 11-part film series.

Dobson has been heavily involved in governmental activities related to the family, serving on several president-appointed national conferences and advisory panels. He is married to Shirley and is the father of two grown children, Danae and Ryan. He resides in Colorado.

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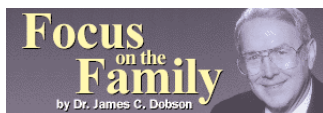
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delivery methods

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target audience

General appeal with strong following among Christian families



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