

The Aletheia

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MORGAN CRYAR---

AWESOME!

Touring... it's never easy, but it is a necessity, if a musician wants to get airplay and sell records. At least that's how the story goes.

Christian rock artist Morgan Cryar likes to be different. For his second lp, *Fuel On Fire* (Star Song Records), he chose instead to stay home, rehearse a new band, cut a video with ZZ TOP's video coordinator and watch "Pray In The USA" become the #1 Christian rock song of the year.

Then he started touring.

Buoyed by its hot video, the song "Pray In The USA" hit the #1 position on Christian rock shows from coast to coast last fall. When the final points were tallied, it was declared by The Radio National Chart to be *The #1 Christian Rock Song of 1986*. One week later, the video itself was named by Real Videos, the top syndicated Christian video show, to be *The #1 Christian Video of 1986*.

"I felt that first, we needed to create a demand for the concerts," comments Cryar in his Louisiana drawl. "Now that the airplay is so strong and the album is selling well, we're ready to tour."

Cryar was always one for understatements. "Selling well" means that *Fuel On Fire* is selling three times faster than his first album, *Keep No Secrets*, which was one of the most successful debut albums by a male artist in Christian music. Ever!

Now that he's on tour, the M-AC college community experienced Morgan Cryar's chart-topping rock & roll in person. Cryar appeared in Galther Chapel on Sunday, September 13, 1987 at 8:00 pm. There was no charge for M-AC students, faculty and staff.

Cryar first toured a couple of seasons ago as a part of the DeGarmo & Key/Farrell & Farrell World Tour. A year later, Cryar took his band on the road and opened all 33 cities on PETRA's "Beat The System Tour". This was the most ambitious tour ever for a Christian rock show and consistently set ticket-sales records, night after night.

Now, Cryar is on the road again, taking his brand of message oriented rock & roll from coast to coast. "I believe that music is a very important tool of communication," Cryar explains, "and you can say as much with lyrics as you can with the spoken word."

While he does share freely and with great enthusiasm about his faith in God, Cryar is not a preacher. "I try not to give a concert with a sermon. I am under the conviction that my songs say it, and if they don't say it, then I need to write new ones that do."

Apparently his current songs are doing the job. A recent review in the trade publication Cash Box concluded, "With real good production and backup vocals highlighting his powerful material, Cryar gets his message across!"

International media reponse to Morgan's music has been strong. CCM called Morgan "the all American Christian rocker"; Great Britain's BUZZ called him "one of rock gospel's brightest new finds"; Australia's The Musician called his songs "fresh and imaginative"; and Campus Life said, "Cryar has the voice and style to carry it all."

Touring is never easy. But for Morgan Cryar, it is the most effective way of communicating the good news of Jesus Christ. And if he happens to get more airplay and sell more records, that's OK, too.

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