



INTERNET PLACEMENT POLICY

After a great deal of consideration, we are not currently permissioning *new* internet placement for programming as we undertake evaluation of strategy for both existing and future web distribution. Following are the primary reasons factored into the decision:

Fluidity of Internet Radio Stations

It has been our experience that just as the surge of launching internet radio stations has occurred, there has been a reciprocal cessation. Though there may be many reasons for the short life-span of most internet radio stations, following are three key points:

1. The FCC licensing requirements for internet radio stations are not as stringent as terrestrial radio stations. This approach has led to the birth of many internet radio stations which may not be suitable or prepared (see below) for broadcast operation.
2. Many sites have been initiated by individuals or organizations with limited knowledge of radio station operations and are not prepared to manage the day-to-day operations.
3. Most importantly, the ROI for internet radio stations has not developed to the point at which these entities can maintain sufficient income to underwrite the investment

Failure to Generate Measurable Engagement

Generally speaking, the response rates for these types of “radio” stations is virtually nil. We came to realize some time ago that the administrative overhead associated with an Internet station far exceeded the value in doing so. Listenership is next to nothing. So from a business standpoint, it doesn’t make sense. (There’s no public data with regard to streaming radio stations, but the anecdotal stories indicate it’s merely a handful of people for larger radio stations.)

Implied Endorsement/Affiliations

We are extremely mindful that program placement can be viewed as an inherent endorsement for organizations, advertisers or any third party entities which may not

align with the ministries we serve. Internet radio station operations often include short-lived advertising partnerships and third party affiliations which may not always align with ministry and Biblical principles.

Stewardship of Time and Resources

Given the above reasons (and others), in our commitment to be good stewards of time and resources on behalf of the ministries we serve, it has been our experience:

1. The level of support required for these novices in broadcast operations, which is the reality for most internet broadcast stations, is significant. When that's coupled with the experienced short-lived nature of their operation, it begs the question as to appropriate value in initiating the placement.
2. Terrestrial radio station partners are accustomed to regular communication points with us as we provide programming and promotional support. Unfortunately, it is rare to find *internet* station operations who engage in the same level of responsibility in notification of changes and other communication.

Existing Ministry Web Presence

We have thorough coverage on the web through ministry-operated channels and other partnerships so are certainly not forsaking the internet reality. Given the concerns above, and acknowledging existing web presence, it seems prudent to “go slow” with new internet station opportunities.

More Viable Alternatives

Terrestrial radio remains an outstanding strength for delivering the message with established significant audience that assures us we are not failing in the Kingdom work. At the same time, watching the horizon on content consumption and recognizing the push vs pull value for that, our sense is that rather than Internet placement, a more productive pursuit would be consideration of avenues such as podcasting, apps, and other streams for delivering the message.

NOTE: While indicating “NO” to new inquiries, we *are* inviting internet stations to re-contact us in six months for an update as we will regularly be evaluating for any possible reconsideration of the current placement status. Just this path, frankly, has proven productive as, to date, such follow-up activity has been virtually absent.