



INTERNET PLACEMENT POLICY 2018

We are not currently permissioning *new* internet placement for programming as we undertake evaluation of strategy for both existing and future web distribution.

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.

If you operate an “internet station,” you will likely want to know the reason for our current policy. Simply for your information, some of the primary reasons are as follows:

>Fluidity of Internet Stations

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

Unlike terrestrial radio stations, the FCC has no licensing requirements for internet stations. This approach has led to the birth of many internet stations which may not be suitable or prepared (see below) for broadcast operation.

Many sites have been initiated by individuals or organizations with limited knowledge of true radio station operations and are not prepared to manage the day-to-day operations to the point of sustainability.

Most importantly, the ROI for internet 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 internet stations are minimal. Candidly, historically, the administrative overhead associated with an internet station engagement far exceeded the value in placing programming. (There is no public data with regard to streaming radio stations which afford analysis such as Nielsen does for terrestrial stations; the anecdotal stories indicate it’s merely a handful of people even for “larger” entities.)

>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 station operations often include short-lived advertising partnerships and third party affiliations which may not always align with ministry and biblical principles. The corollary lack of communication from internet operators further inhibits our ability to ascertain “a good fit” which is always an objective in program placement.

>Stewardship of Time and Resources

The level of technical support required 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.

>Lack of Communication from Internet Entities

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 an internet station operation that engages in the same level of responsibility in notification of changes and other communication.

>Existing Ministry Web Presence

While appreciative of well-intentioned individuals and organizations in providing yet one more channel of content delivery, every organization we serve is afforded existent significant coverage on the web through ministry-operated channels and other partnerships.

>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 is consideration of avenues such as podcasting, apps, and other streams for amplifying delivery of the message.