



PLACING BY THE WAY ON A LOCAL RADIO STATION

Contacting the local radio station

You already know something about the radio stations in your area. You probably know which ones would consider including BY THE WAY in their programming. (Of course, Christian stations will be more open to a program such as BY THE WAY, although non-religious stations do carry the program.)

You may know someone who is associated with a local station. It's always helpful to work through a person who has some affiliation with a station. If that is not the case, simply call the station and say that you would like to talk with someone about "airtime" for a short program.

Negotiating airtime

If you listen to the station and appreciate its programming, be sure to say so. Stations are always happy to talk with satisfied listeners. Ask about placing a daily 60-second program on the air. Talk about the program:

- Popular "thought for the day" program currently on more than 400 radio stations;
- A good program to attract listeners;
- Excellent as an early morning program – a thought to start the day – but appropriate at any time of the day;
- Simply a "thought" – no specific identification with any organization, no fund-appeals, no sales of any type; (Occasionally, scripts of the daily messages will be offered to listeners free of charge.)
- Qualifies as a "Public Service" program, and most stations carry it on a "sustaining, free-of-charge basis;"
- Sent to stations at no cost on a CD (two months of dated messages on each CD).

Offer to drop off a CD at the station so that station personnel can listen to the program. You may obtain a sample CD of the program by calling 1-800-844-0524 or by writing to BY THE WAY at Box 9360, St. Louis, MO 63105. Dropping off a sample CD will provide an opportunity to establish personal contact with station staff.

Cost

Most stations have a published advertising rate – the cost, for example, of a 30- or 60-second ad. Normally, these rates are negotiable, and they are discounted when multiple spots are purchased. Ideally, the station will consider airing BY THE WAY without charge as a public service feature. Should the station require payment, buying one or two spots per day, 365 days per year should substantially discount the per-spot charge. (Radio is still a very cost-effective way of reaching large numbers of people.)

The most effective and efficient way to place the program on the air and to bring direct benefit to your congregation is the following:

Considering sponsorship by your congregation

BY THE WAY is much more powerful if it is tied to your congregation. It is a way for your congregation to have a regular, fresh radio program without writing or recording anything. You could negotiate an arrangement with the local radio station that ties an announcement to the program – something such as:

BY THE WAY is brought to you each day by the members of _____
Lutheran Church, _____ (address), who invite you to visit
them in church. Check out their Website at _____ .org., or call
their Pastor, Pastor _____ at _____ - _____ - _____.

This announcement could be added by station announcers, or provided to the station on CD by KFUE. It could also change from time to time, allowing your congregation to promote special events, services, and so forth. (For information on how the BY THE WAY narrator's voice could be used for your announcements and for other customization information to make the program "belong" to your congregation, contact KFUE at 1-800-844-0524.)

Should your congregation consider an announcement attached to the program, you might suggest a shared-cost arrangement. The congregation could agree to pay for the brief congregational announcement (a 10-, 20-, or 30-second spot) and the radio station could carry the actual BY THE WAY program without charge.

What listeners say

Listeners have sent many wonderful notes of appreciation to BY THE WAY through the years. Messages are understandable, timely, helpful, and they point to our loving God in Jesus Christ. "So relevant...so encouraging...the best minute on radio...so friendly...sometimes better than a whole sermon..." are just some of the comments sent to BY THE WAY.

When the BY THE WAY program comes to listeners in your area – *From Your Congregation* – listeners will gain a new appreciation for your members, for the ministry they provide, and for the faith they profess. Why not contact a station today. And let us know if the staff of KFUE Radio can help.