

# Welcome

## To the Broadcast Radio Blog (BRB)

We welcome you to consider how the Broadcast Radio Blog works and the advantages of participating in this unique program on Radio to Live With. It is our hope that you will find this vehicle of expression to be exciting, profitable and worthwhile.

The BRB provides a unique opportunity for individuals to inform, educate, and enlighten the broadcast listening audience with subject material important to you and about which you would like listeners to become informed. Listeners will be exposed to a variety of subjects on the BRB.

- ❖ One unique aspect of the BRB is that you personally speak to the listeners about your subject. Participants may be individuals or representatives of non-profit or for-profit organizations. Participants will voice their scripted material by calling in to a recording system and reading from the prepared preapproved script. There is no charge to participate in the BRB but donations may be made to help support this effort and the work of Christian radio programming on Radio to Live With.
- ❖ It is desirable that participants in BRB come from a diverse range of personal life, ministry or business vocations and that these individuals have a personal desire to express matters of concern for the improvement of society and the glory of God. It is hoped that the BRB will be well represented by various backgrounds and not all from the same, e.g. not all pastors, not all students, not all businessmen, etc.
- ❖ The BRB will be launched with a minimum of 3 pilot participants who commit to at least a 90 day period of participation.
  - This commitment will permit and require the preparation and recording of 4 to 5 programs within a 90 day period.
  - Participants can expect that their presentation will air at least once per day in and around drive-time periods of the broadcast day and will rotate from day to day in different drive-time intervals.
  - At the present time, we anticipate a maximum of 10 participants at any given time can be accommodated. A waiting list will be formulated to allow for future participants.
- ❖ New BRB subject matter is required every 3 weeks with either amplified or new subject material for each recording. After the initial recording, the second recording needs to be done at least one week in advance of the next airplay. This provides a 2 week period for the participant to prepare the script for the next recording and submit it for approval after which the recording can be completed in good order before the next airplay.
- ❖ BRB on-air presentations will be a total length of 2 minutes and will include general intro and outro announcements prepared by Radio to Live With staff. This will provide approximately 1 minute and 30 seconds of content for each recording.

- ❖ Content for the BRB presentations must be delivered in a non-commercial, non-comparative manner as facts and/or commentary.
  - Each recording will be unique as related to the participant. The presentation should include a closing statement as to by whom the presentation has been sponsored. Identification by location and contact information is permissible.
  - No presentation on behalf of any particular political candidate or political party is permitted. Presentations that may be evaluated as matters of political point of view are permitted.
  - All presentations will be reviewed and approved by the broadcast station management prior to recording of the script. Subject and content is subject to editing and/or rejection for any reason. All content is required to substantially conform to a Christian Worldview philosophy.
- ❖ It is anticipated that participants in the BRB are current listeners or have some relationship to the radio station, and that they appreciate the nature of its programming and consider its existence to be an asset to the communities that the radio station covers.
  - Participants will be asked to consider their involvement in the BRB program as a way to promote Radio to Live With by encouraging contacts within their realm of influence and association to listen to their presentation on the BRB and also introduce them to all the Christian programming available to them on the stations.
  - The participant must agree with the core reason for existence of the stations, that being to glorify God by radio transmission of the clear presentation of the Gospel and application of principles of living, consistent with a Christian world view philosophy.
- ❖ A special website at <http://wsew.org/broadcastradioblog> will be made available to the public listing the past and current participants and an archive of the BRB productions in mp3 format as well as transcripts. This allows interested parties the opportunity to listen to the BRB again or learn more about a particular area of presentation previously aired.
- ❖ For additional information or specific questions not answered here, please email [BRB@wsew.org](mailto:BRB@wsew.org) or call 1-603-859-9170 Ext 9.