

Hispanic FamilyLife Today: Vida en Familia Hoy (VFH) Questions and Answers

Q. When people hear VFH, how can they respond? For now there is a tag that drives them to www.vidaenfamilia.org which is the website of FamilyLife Latin American and it is maintained by Leonel Motta, the Director of FamilyLife in Latin America. At this point, Leonel will respond to their requests for materials and correspondence.

Q. Can people listen to VFH broadcast on-line or download transcripts? Yes, on the www.videnfamilia.org website is a link to on FamilyLife.com where they can listen to broadcasts and download transcripts. Podcasts are not currently available.

Q. What has been the response to VHF since it launched? (No information as yet on numbers of hits on the website.) We have had an excellent response from the initial promotional release sent out by HCJB. They indicated that more than 25 stations responded in the first couple of weeks—they largest response they have ever had for a new program launch. (Add more info here after we call a couple stations and ask for their feedback.) Here's a quote from LeeAnn Jackson with Ambassador Advertising Agency after listening to the first few programs: "The gentleman who is Bob does a wonderful job—he carries the program well just as Bob does in English. He sounds very comfortable in the role and adds a good "pace" to the program. I like Dennis' voice—his inflections, his warmth, his cadence and ability to be so connected with Barbara (they even step over one another on brief occasion which just lends itself to them portraying a married couple)."

Q. What stations is VFH currently on? See the link on the page on <http://www.globalfamilylife.biz/13.html>

Q. Is the program currently on stations in the U.S.? Yes. See the above question and link.

Q. What is the plan for developing FamilyLife's Hispanic Ministry in the U.S.? (Our immediate plan is to broadcast in several US markets—we've already begun in six markets.) With the help of HCJB we will continue to pursue other markets here in the states. We would like to develop partnerships with those Spanish radio stations and then assess how best to respond to those listening audiences. We know that Vida en Familia Hoy will be having a direct ministry into the marriages and families of our listeners. We are open to other partnerships that will strengthen this outreach.

Q. Does FamilyLife, U.S, have Spanish resources for sale? At this point we are able to offer “Resurrection Eggs” which is a bilingual English/Spanish product. . In the future we will examine potential partnerships and other options to make Spanish resources available.

Q. Is VFH fully funded? We have funding for the translation, voicing, production and distribution of broadcasts to 163 stations for one year (June 08 – May 09) However, at this point we do not have funding beyond the first year. Total estimated costs for year two and year three are about \$80,000 per year, which includes all production work and distribution to 163 stations (in Latin America and U.S.) That price does not reflect the additional distribution costs to add more stations in Latin America over the years or air-time placement costs to be added to larger markets in the U.S. (ie. Moody or Salem).