

“Vida en Familia Hoy” Report November 19, 2008

In the original production agreement HCJB agrees to produce a daily 13:30 radio program in Spanish; including translation of FLT scripts, recording voices, editing and to master the programs. Original distribution agreement states that HCJB will promote VFH to all their affiliates and will secure:

- to 10 stations among the ALAS-HCJB Int’l Satellite Radio network,
- to 53 stations by conventional mail in mp3 format on CD in Americas,
- to 100 affiliate stations via ftp internet placement.

HCJB has delivered the following stations:

- 9 stations on ALAS (5 additional translators, no charge) = 14 outlets
- 11 stations by conventional mail
- 33 stations via ftp (10 additional translators, no charge) = 43 outlets

To date HCJB has secured 68 outlets for the broadcast of VFH.

What will \$70,000 accomplish? \$70,000 allows 1 year of production of VFH (\$56,000) and 1 year of distribution of broadcast (\$19,000); we didn’t leave much leeway.

Measuring: Please remember this is the beginning of a totally new broadcast and listeners are slow to respond. Keep in mind that FLT has had 16 years to build a loyalty and response into their audience – in many ways the audience has been trained. VFH needs time to do that. The radio page on vidaenfamilia.org had 36 visitors for October.

Potential listenership: Michelle Hill has had numerous conversations with HCJB concerning listenership. Measurements in these countries on the Latin American stations are unlike U.S. stations by any standards with regard to reliable numbers. However, we’ve estimated that there is a potential of 50 million listeners (population of cities where radio station is).

Please continue to pray for this project that lives will be changed and funding for the second year be found.