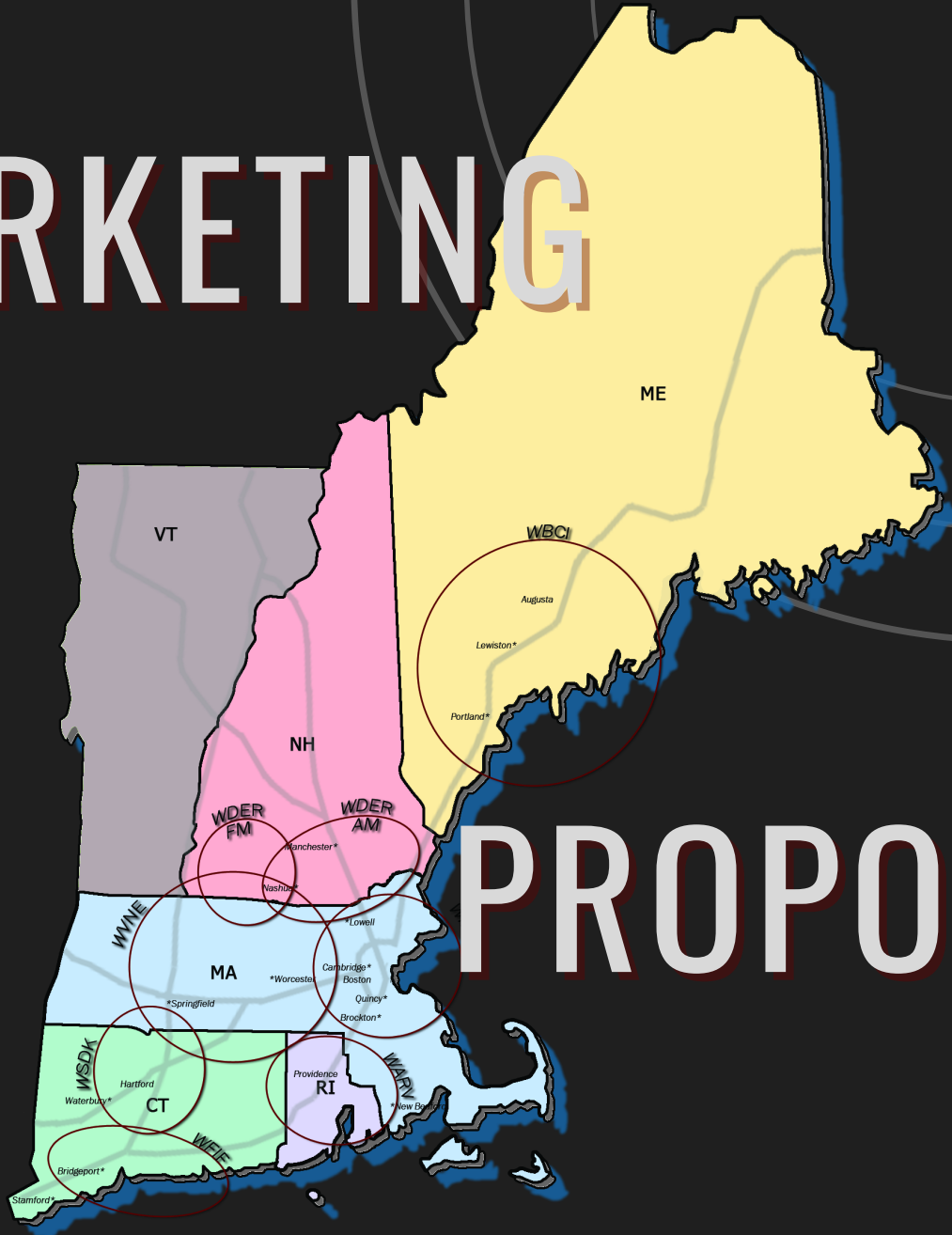
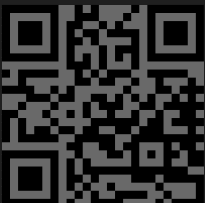


2021

MARKETING



PROPOSAL



ORGANISED BY:

Joshua Blount - Life Changing Radio  
JBlount@lifechangingradio.com

WWW.LIFECHANGINGRADIO.COM  
DERRY, NH

## GENERAL INFORMATION & HISTORY

# THE COMPANY

Our 7-station network is the largest commercial Christian media network in New England. We operate 8 independent radio stations that broadcast on 12 unique frequencies, 6 independent internet streams, an on-demand web player, and a mobile app that allows users to stream any of our radio stations.

# OUR BACKGROUND

President Bill Blount purchased WARV in Rhode Island in 1978, after graduating from college. In 1982, he bought WFIF in Connecticut from a group of investors. In 1990, he and his wife purchased the construction permit for WVNE and built the station "from scratch." Then in 1995, they were able to buy a rock station, WBCI in Maine, converting the programming to Christian talk and teaching. In 2000, they acquired WDER, a religious station in New Hampshire and in 2011, purchased WSDK in Hartford, Connecticut. WILD was added to Life Changing Radio late in 2020 This 5,000 Watt Station covers over 5 million people and is in one of the top 10 radio markets in the country.

# GIVING BACK

Life Changing Radio has been recognized by many national ministries including Focus on the Family, Love Worth Finding, & the Bible League for not only its outstanding broadcasting standard, but for its charitable work as well. Every year Life Changing Radio Participates in various charitable radio campaigns to help those who are less fortunate here in the USA, as well as around the world.

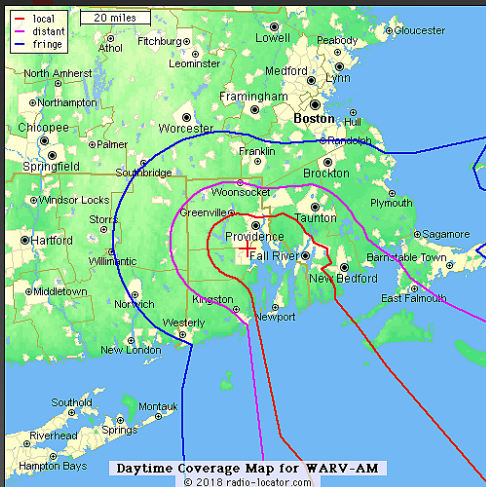


Our first station WARV (1978)

"I love Life Changing Radio and I need it in my life to help me walk with the Lord"  
- LCR Listener

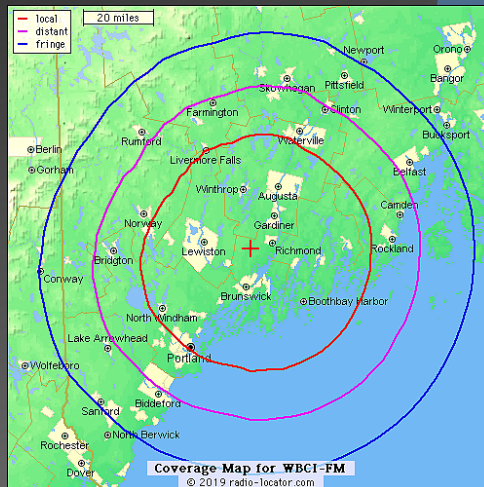


## COVERAGE MAPS

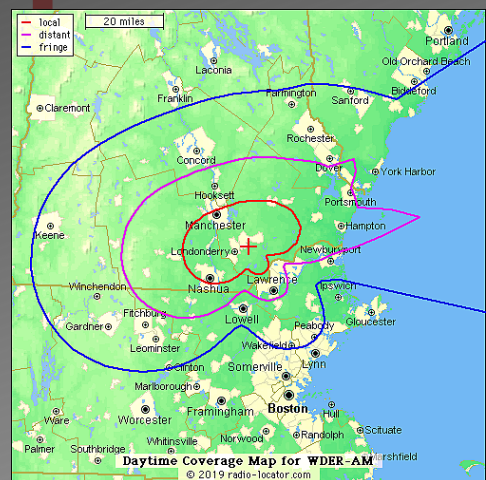


**WARV AM** – This 8,000 watt station covers the majority of Rhode Island.

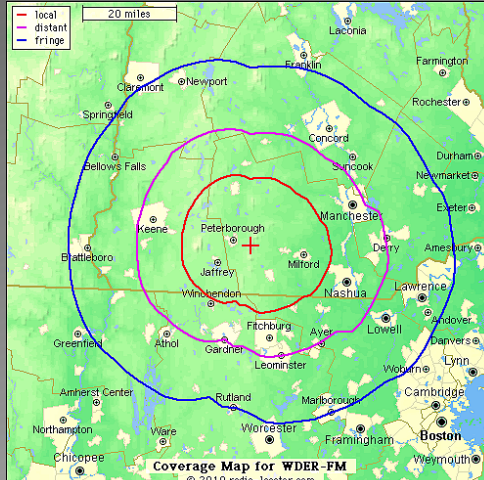
**WARV FM** (NOT SHOWN) – This FM simulcasts the AM and covers the 1st & 2nd largest cities in RI.



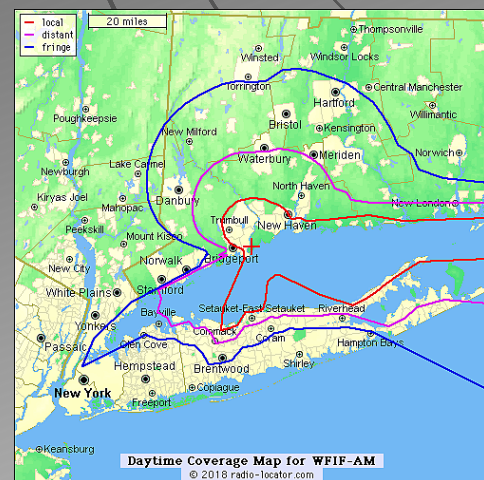
**WBCI FM** – This 50,000 watt station covers 8 out of the 10 biggest cities in ME.



**WDER AM** – This 10,000 watt station along with its FM counterpart cover 8 of the 10 largest cities in NH.

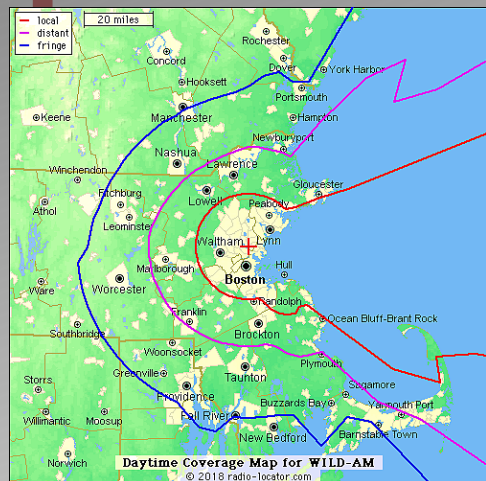


**WDER FM** – This station simulcasts the AM station, and covers the 2nd & 10th largest cities in NH.

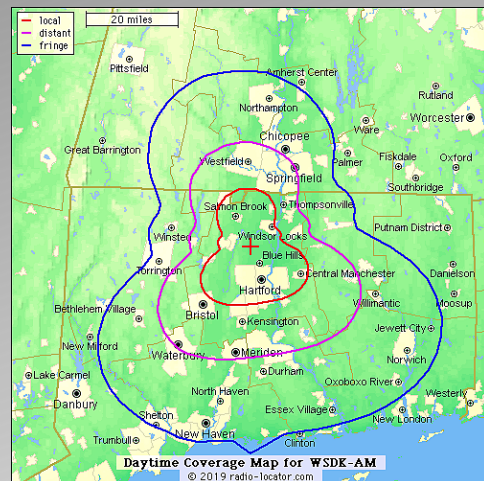


**WFIF AM** – this 5,000 watt station covers the 1st & 2nd largest cities in CT.

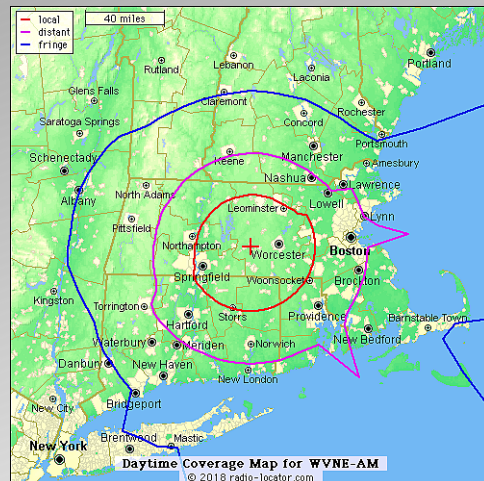
**WFIF FM** (NOT SHOWN) – This FM simulcasts the AM and covers CT's 2nd largest city.



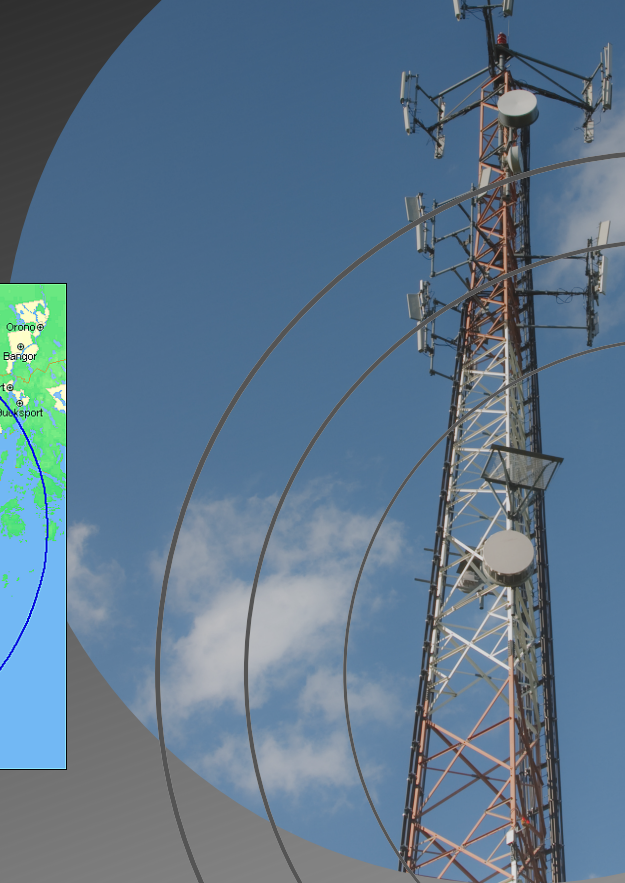
**WILD AM** – Added to Life Changing Radio late in 2020 This 5,000 Watt Station covers over 5 million people and is in one of the top 10 radio markets in the country. This station is a simulcast of WVNE.



**WSDK AM** – This 5,000 watt station covers the 3rd largest city in CT.  
**WSDK FM** (NOT SHOWN) – This FM simulcasts the AM, and covers Connecticut's 3rd largest city.



**WVNE AM** – This 25,000 watt station covers a large portion of MA.  
**WVNE FM** (NOT SHOWN) – This FM simulcasts the AM and covers Worcester.





## PROGRAM HIGHLIGHTS

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**IN THE  
MARKET**  
WITH  
**JANET  
PARSHALL**



 **PASTOR RICK'S**  
DAILY HOPE



*Tony* EVANS  
THE URBAN ALTERNATIVE

To Pastor Alistair Begg and  
the staff of Truth For Life- I  
thank God for your daily  
messages...I rely on  
the radio broadcasts to begin  
each day – LCR Listener

**TRUTHFORLIFE®**  
THE BIBLE-TEACHING MINISTRY OF ALISTAIR BEGG





## DEMOGRAPHICS



OUR LISTENERS ARE  
58% FEMALE 42% MALE



66% OF OUR LISTENERS  
ARE 35-64 YEARS OLD  
AND 20% ARE 18-34



60% OF OUR LISTENERS  
HAVE SOME COLLEGE,  
AND 31% HAVE A  
BACHELORS OR HIGHER  
DEGREE



74% OF OUR LISTENERS  
HAVE CHILDREN IN THE  
HOME, WITH 48% BEING  
UNDER 12 YEARS OLD



69% OF OUR LISTENERS  
HAVE INCOMES OVER  
\$75k, WITH 24% BEING  
OVER \$100k

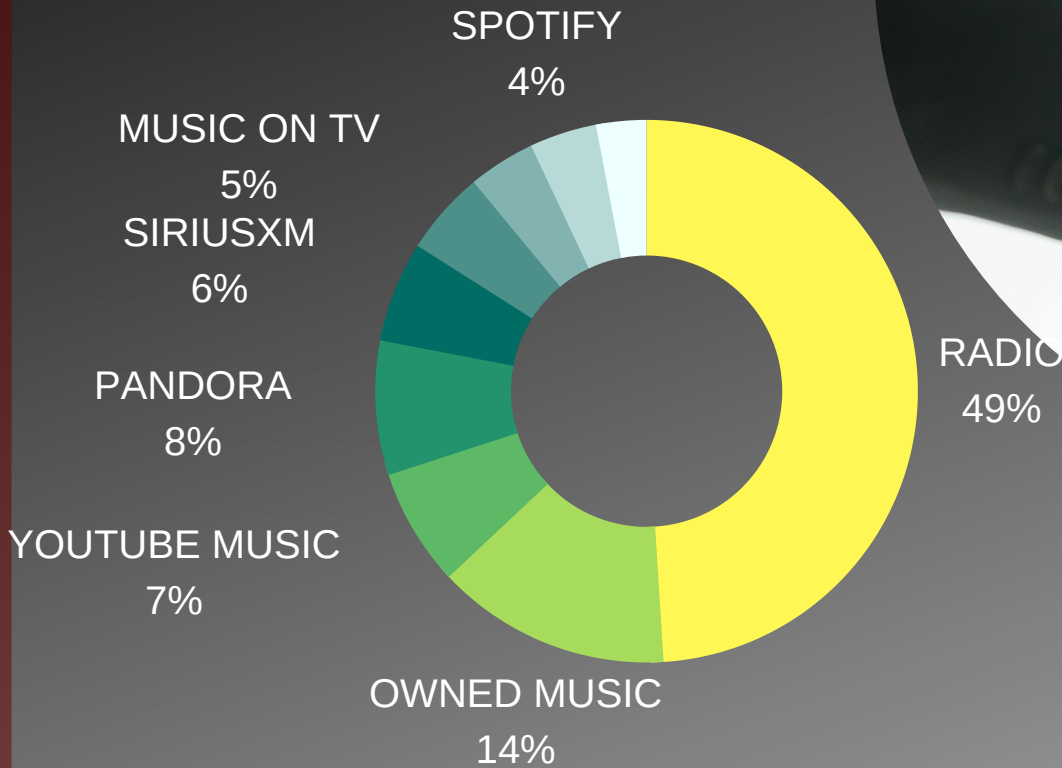


72% OWN THEIR OWN  
HOME



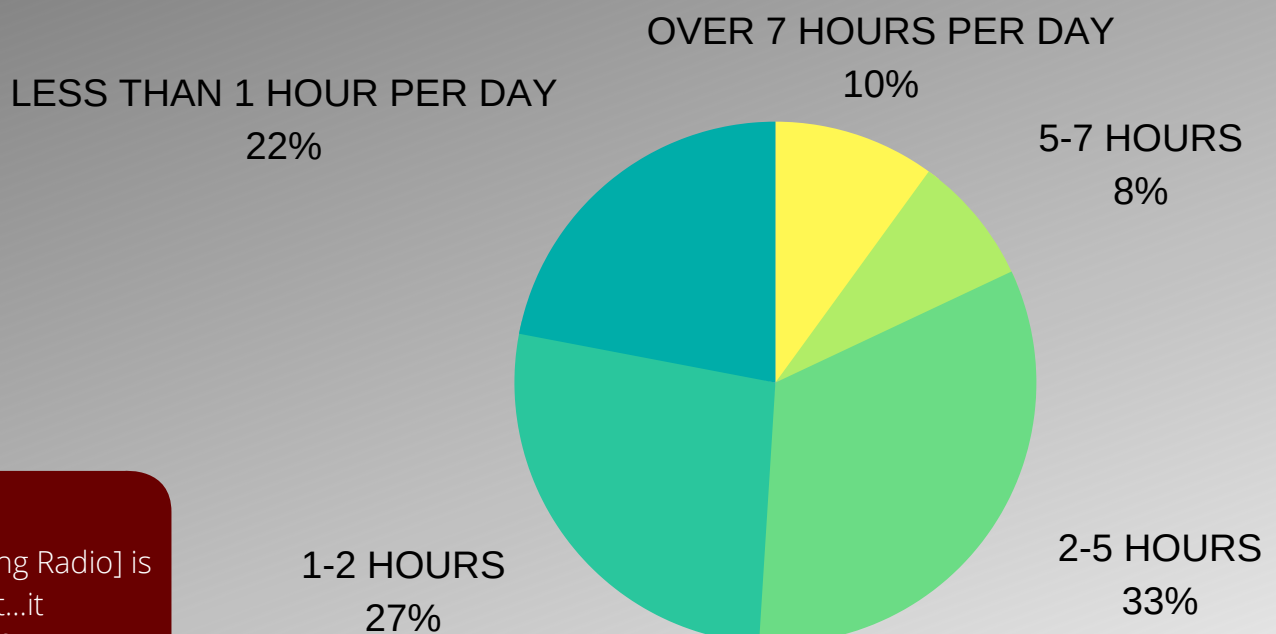
## LISTENER LOYALTY

### AMERICAN LISTENING HABITS



Despite popular belief, radio is still the most used form of media in America.

### LIFE CHANGING RADIO LOYALTY



"[Life Changing Radio] is great...it has helped for sure." - Advertiser

This chart shows that Life Changing Radio listeners are very loyal, with 51% of LCR listeners essentially only listening to our radio stations.



## WEBSITE USAGE

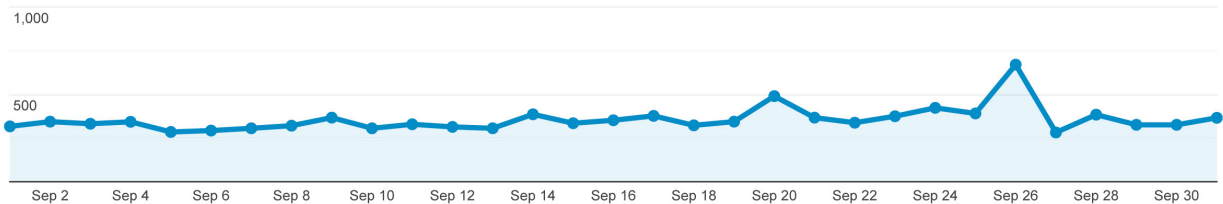
- APPROX. 7,000 USERS PER MONTH
- ROUGHLY 75% OF TRAFFIC IS NEW USERS
- 55% OF WEB TRAFFIC IS STREAMING ONE OF THE ON AIR STATIONS
- ABOUT 60% OF WEB TRAFFIC IS ON A MOBILE DEVICE
- TOP PERFORMING WEBBANNERS HAVE ROUGHLY 1500 VIEWS PER DAY

### Audience Overview

All Users  
100.00% Users

#### Overview

Users



Users

7,063

New Users

6,349

Sessions

14,369

Number of Sessions per User

2.03

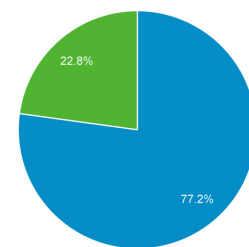
Pageviews

54,041

Pages / Session

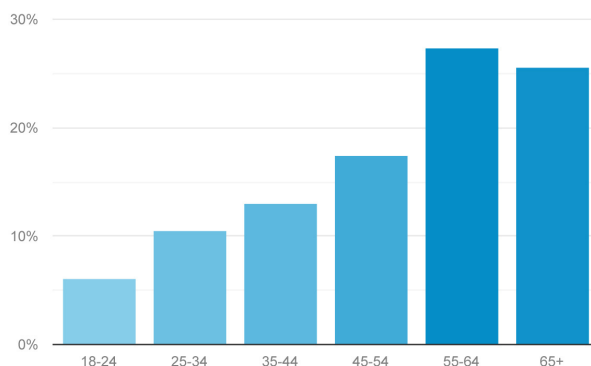
3.76

New Visitor Returning Visitor



### Age

27.72% of total users



### Gender

28.42% of total users

male female

