

Plan of Action

1. Review Mission, Vision and Purpose and organizational structure
2. Determine the current physical radius and signal strength of the station currently and exactly what areas are picking up the signal.
3. Determine the format of radio/online, website (1390.online), facebook, YouTube, Instagram. What content will be presented. Music genre.
4. Determine how to retrieve news and information.
5. Financial projections
6. Marketing and Rebranding strategies

1. Mission, Vision and Purpose and organizational structure

Current Mission: Reaching Montgomery County and the World with the message of Jesus Christ.

- Does this need to be adjusted toward a niche market as discussed with Jeffrey?

Current Tagline: “Montgomery County’s Christian Voice”

New Tagline: “Central Carolina’s Christian Voice”

Vision:

Example: Create a community that understands how the hope of Jesus Christ impacts all areas of life including one’s personal, political and cultural perspective.

Purpose (specific ways to accomplish Mission):

We will accomplish our Mission by:

Note: This is where the format will be stated.

1. Create a core group of Believers (advisory board) to address local issues
2. Provide a diverse radio and online format
3. Develop a web site that provides a Christian/Biblical perspective on the various issues facing both Believers and non-Believers.

What We Believe

Need Statement of Belief. In talking with Jeffrey, we talked about bringing unity to local believers and churches focusing on core doctrine and putting minor doctrinal disagreements off the table.

Proposed doctrinal statement:

We at 1390 The Voice believe in bringing about unity within the Body of Christ and the understanding there are minor differences in doctrinal belief within the Body. However there are core beliefs we feel should be shared by all believers:

1. The sovereignty of God and belief that God is One, but manifested in three persons – the Father, the Son, and the Holy Spirit
2. Lordship of Christ, evidenced in His death and resurrection.
3. Necessity of repentance.
4. Certainty, availability, and reality of grace.
5. Preeminence of love - for both God and others.
6. The authority of Scripture.

We are committed to the following in all our affairs:

“Remind the people to be subject to rulers and authorities, to be obedient, to be ready to do whatever is good, to slander no one, to be peaceable and considerate, and always to be gentle toward everyone.” – Titus 3:1-2

Organizational Structure

Family Worship Ministries (501c3)

Board of Directors/Advisors

Staff:

Harold Pope: CEO/Board Chairman

Jeffrey Pope - title? Station Manager

Larry Taylor- title? Director of Operations

Others (volunteers, etc.)?

2. Determine the current physical radius and signal strength of the station

Can changes be made to improve strength? Harold spoke with engineer about part to increase strength (currently running half strength or 500 watts?) and Jeffrey mentioned the ground ring damage decreasing signal strength by 20%. These combined would make the current signal strength approximately 400 watts. What are the strongest areas of reception (see #6 Marketing and Rebranding strategies, Estimate of market size).

3. Determine the format of radio/online

Options:

Christian music: Contemporary, rock, praise - niche market as opposed to diverse format.

News/talk - weekly/daily shows/ Ability to take calls, requests (?), promote as emergency option

College/ High School - talk, music (mixed secular?)

Podcasts

Nostalgia - music

1. AM radio (airways) - Voice
2. Live streaming (online) - Voice
3. Web site - Voice/Video/Content - **Main promotional tool**
4. Facebook (live streaming, updates) - Video/Content
5. YouTube (live streaming, podcasts) - Voice/Video

Website (1390.online)

Web Site Pages - draft. Will change.

- Home
- About Us
 - Family Worship Ministries
 - Searching For Answers?
 - History of Station
- Listen Live
- Local Believers
 - The Church - agreement of statement of faith?
 - Culture
 - Spiritual
 - Unity Within the Body of Believers
 - Good News
- Local Events
- Program Schedule
- Montgomery County
 - Montgomery County Government
 - Local Attractions
 - Assistance

Web Site Pages (continued)

- Our Advertisers/Sponsors
 - Statement page from 1390 as to only promoting business that practice honest business practices
 - Each Sponsor has own page with comments section. Sponsors will be promoted through community fundraisers giving additional business promotion.
 - Banner space (advertisers and sponsors) throughout web site.
 - Integrate radio spots
- Area Towns
 - Troy
 - Biscoe
 - Mt. Gilead
 - Star
 - Candor
 - Eldorado
 - Asheboro
- Campaign 2024
- Podcasts
- In The News
- Your Voice
- Contact Us
- Local Resources
 - County Government
 - Town Government
 - Local Attractions (also under Montgomery County?)
 - Assistance (also under Montgomery County?)
- Videos (?)

4. How to retrieve news and information

This will depend on content format. Possibly involve local churches to have volunteers attend and report on town/county meetings, local news, etc.

Good opportunity to involve Christian young people to get involved with gathering news and content to reach other young people.

5. Financial projections

- Current expenditures including income statement, balance sheet, and cash-flow projections.
- Sources of revenue (current and future)

Means of Revenue

1. AM radio (airways) and Live streaming (online) - Spots
2. Web site - Banner Ads/ Sponsor Pages (Promote area of Expertise)/ Market Place (?)
4. Facebook (live streaming, updates) - Ad Inserts
5. YouTube (live streaming, podcasts) - Spots
6. Merchandise: T-Shirts, hats, etc.
7. Fundraisers - 1390 sponsored events, i.e. Movie night (I have an outdoor movie setup), sponsored concerts, etc.

Internet radio advertisers estimate revenue using key performance indicators (KPIs) which track variables such as:

- The number of listeners streaming your broadcasts (known as audio reach)
- The number of times listeners play your ads all the way through (listen-through rate)
- The number of times your ads are played for a listener (audio impressions)
- The number of ad listeners that click on banner ads accompanying your broadcasts (click-through rate).

Is this currently being used? Does this even apply to current ad pricing?

6. Marketing and Rebranding strategies

Restructure of ministry's name and new logo

- New proposed site: 1390.online
- Change name from "WJRM Radio" to "1390 The Voice"
- New logo



WJRM 1390 AM
And Online
www.1390.online

Market research

History of Station

- Old photos, stories, etc.
- Interview locals and interject into format

Description of target market

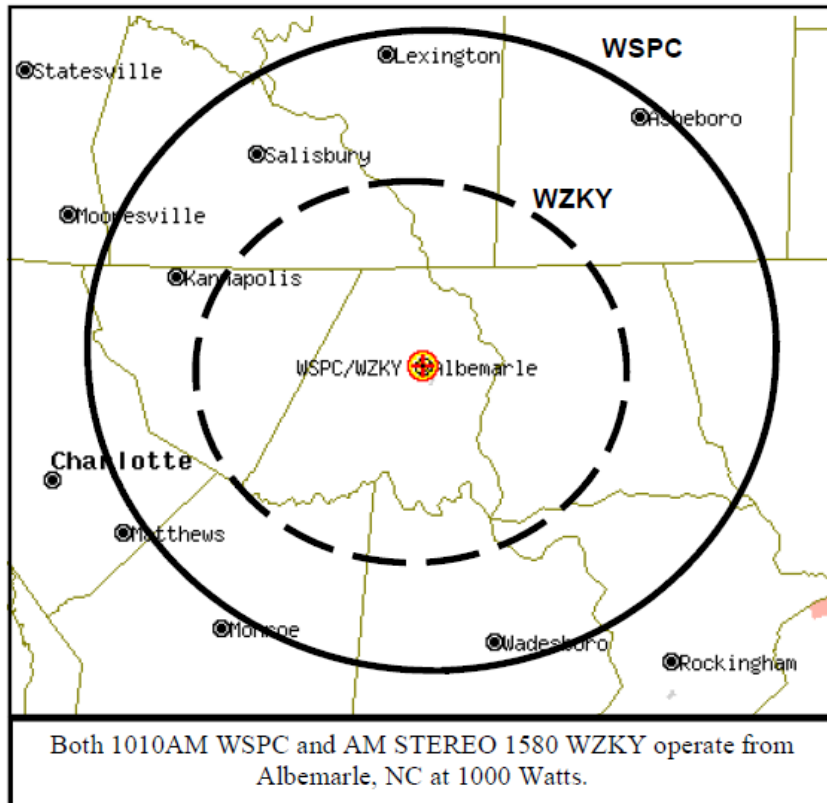
1. Current Believers (specific age, church and non-church, theology background). As Jeffrey mentioned, focus on core doctrinal beliefs avoiding minor differences.
2. Non-believers, unchurched
3. Politically curious/ involved.
4. General local news seekers.
5. High School and MCC

Estimate of market size

Montgomery County: 25,894 (July, 2022)

Based on the physical signal radius and strength of the station and if possible the populations within that radius.

1000 Watt- 20 miles. But only running 40% (?) or 8 miles. But this is due to prior description of current limited reception (needed part therefore only running 500 watts and added 20% decrease from ground ring). Is radio signal omnidirectional? What would it take to have a FM counterpart? (like 1010 wspc)



Distance from Station & Population:

Montgomery County Population 25,891

Troy: 0 miles but still has limited reception, Population 2,973

Candor: 10.8 miles, Population 1,132

Biscoe: 8.4 miles, Population 5,307

Star: 10.4 miles, Population 1,351

Seagrove: 21 miles, Population 421

Mt. Gilead: 12.3 miles, Population 1,085

Eldorado: 11.8 miles, Population 2,141

Carthage: 30 miles, Population 2,775

Asheboro: 26.6 miles, Population 27,171

Note: There's a larger market in Asheboro than all Montgomery County. This might be reason to shift away from only marketing to Montgomery County.

Age (Montgomery County - US Census - 2022):

Under 5: 5.1%

Under 18: 20.7%

18-65: 58%

65 and over: 22.2%

Female: 50.4%

Male: 49.6%

Analysis of what audience looks likes

1. Christians - encouragement, information (political, current events, spiritual growth), good music (genre?)
2. Non-believers - information (general news, topics of interest, events, political), spiritual curiosity

An identification of main competitors

1. News information - Montgomery Herald (paid - subscription), Sandhills Sentinel (free online - Moore County, 34K FB followers, sandhillssentinel.com), Asheboro - courier-tribune.com (paid - subscription), randolphnewsnow.com (Ad supported - free), social media - Facebook, Instagram, TicTok, Twitter
- facebook: MoCo's Voice, Dylan Allen, etc.
2. Online music: Specific Music genres (Spotify,etc),
3. For online, anyone who pays \$58/month to broadcast (live365)