



PRESENTING THE GOSPEL — MAKING DISCIPLES

August 25, 2016

HopeStreamRadio

As we enter the final days of summer, I want to bring you up-to-date with the challenges and opportunities associated with our English-language ministry, HopeStreamRadio. Since its launch in February of 2014, we've seen our audience grow and made some important technological changes.

In the last 12 months, we have had about 5,000 listeners to the stream and 20,000 to programs on the website. These are “unique” listeners. Each one accesses our programs more than once. Users typically look at more than 4 pages each time they visit the site. The total pageviews (visits to different pages) exceeded 125,000. We are encouraged by these numbers and look forward to growing as we move forward. One of the important numbers when looking at websites is the “bounce rate.” This number indicates the number of visitors that look briefly at one page of a site and then “bounce” away. Typical bounce rates are in the range of 50%. Ours is only 10%. This means that 90% of our web visitors stay with us for at least a few minutes and look at several pages.



During September, we will introduce 10 new programs by producers in Alberta (Christie at left), British Columbia, Ontario, California (John at right), Texas, and New York State. Topics will include finances, parenting, evangelism, culture, and a variety of personal reflections on life experience and spiritual formation. With the addition of these new producers we will have over 60 producers whose programs have been heard on HopeStreamRadio. Many of these have created weekly programs for extended stretches, all voluntarily.



I mentioned challenges in the first paragraph. The biggest one relates to inducing our audience to respond. We don't run contests with prizes the way commercial music stations do, or have call-in programs which give talk radio an advantage in this regard. Most of our listeners quietly enjoy their radio listening without feeling any particular urge to contact us. When I'm out speaking around the province, I frequently encounter listeners who thank me for HopeStreamRadio, but they don't seem to get around to communicating with us. We trust that as our audience grows and we expand the variety of programs on the station, we'll be able to connect more effectively with our listeners.



The first year of operation was very well funded. Indeed, it was unexpected provision for HopeStreamRadio that prompted us to launch it. This year, funds have been considerably less abundant. We invite you to pray that the Lord will move people to support this unique initiative. We even go so far as to invite you to consider giving. One of our goals for Hope-StreamRadio is that it will become an overall asset which helps us fund the international aspects of the ministry. (In the photo to the left, that's Crawford Paul and Mike Dilione in the HopeStreamRadio studio.)

I'd like to include a conference reminder here. Please mark Saturday, October 29 on your calendar. We'll be meeting from 1:30 to 4:30 at Oakridge Bible Chapel in Oakville, Ontario. Even if you can't be there, I encourage you to pray for this event and the participants. Our guests will both be from the Far East Broadcasting Company. Victor Akhterov is the Director of the Russian Ministries Department (in the photo to the right) and Eugene Goltsov is the Program Co-ordinator for FEBC Ukraine. Our partners in both Russia and Ukraine have faced challenges in recent years and I look forward to getting some good first-hand information.



Please visit HopeStreamRadio.com or download the Android or Apple mobile app to listen to uplifting programming and encouraging missions reports. And tell your friends about it!

Your fellow-servant,

President