

Digital Media for CMB Statement

With the increased popularity of online platforms, WCSG regularly looks for ways to diversify our audience and content through social media, our website, the WCSG app, Alexa, and podcasts. This allows us to reach people outside of our terrestrial signals while also giving us additional ways to enhance our subject matter to develop faith and deepen relationships with our listeners.

Social Media:

Because women are WCSG's target audience, we rely on Facebook and Instagram for social media due to the popularity of these platforms for this group. Like our on-air presence, WCSG's social media strategy seeks to provide uplifting and light-hearted content that offer a contrast in feeds often filled with anger and division. Our posts are positioned to ask questions that heighten listener engagement, and we have increased our use of video reels featuring team members to help our audience see and feel more connected to the people behind WCSG. Social media provides an opportunity to remove barriers between radio and listener by revealing who WCSG really is; ordinary people just like them.

Website and Digital Streaming:

In staying true to our mission, our website is used to encourage, build community, and empower people in their walk with Christ. We provide opportunities to directly engage with us while also offering streaming services that make WCSG more accessible for everyone.

Being committed to building community, we look for ways to connect listeners with WCSG and each other. One such way is through an open invitation to provide us with prayer requests by submitting a form on our website. Each week our team enters a time of prayer together for these listeners, so we can "carry each other's burdens and fulfill the law of Christ" (Galatians 6:2).

We've also encountered many amazing stories from listeners that reveal how WCSG has served as a catalyst for God's great love, such as how a young woman recently learned the identity of her biological father and chose to use our Father-Daughter Banquet as an opportunity to finally meet face-to-face. Moments like this show how essential our ministry is to the community, sometimes in profound ways we don't realize. Listeners are now invited to visit our website to "Share God's Story through Your Story," so we can know and share how God shows up for people through our station.

Our website also features a directory of area businesses who support WCSG through business partnerships. Listeners needing products or services can use this directory to find organizations that are unafraid to associate their brand with our values. This not only serves as a resource for people who are intentional about where they direct their spending, but it

is also a way for us to help drive business to the many organizations that support how we go about sharing the Gospel.

As another way to celebrate WCSG's 50th anniversary last year, we wanted to double down on the success of our online streaming by offering "Rewind," an on-demand web stream featuring songs from WCSG's playlists over the last five decades. Similar to "Non-Stop Noel," our successful on-demand Christmas music stream available each holiday season, we hoped to provide a year of nostalgia for our older audience who've listened to us throughout the years. With over 15,000 streaming hours, we noted potential for this market, and we are in the process of making "Rewind" a permanent on-demand web stream feature to grow a new audience of listeners.

Podcasts:

Perhaps our greatest area of digital growth has been through our podcasts. WCSG strives to provide positive on-air content that is appropriate for people of every age and walks of life, however, we don't want to dismiss the challenging issues that people are wrestling with today. As a ministry we feel a responsibility to come alongside Christians wanting to know how to best navigate these spaces with truth and love, yet we must do so without compromising our position as a family-friendly radio station.

Thanks to on-demand platforms, we recognized an opportunity to explore new service lines that can offer deeper content addressing some of these difficult areas. We began one such avenue in 2022 by partnering with Matt and Laurie Krieg and their podcast, "Hole in My Heart." Using Matt's experience as a licensed therapist and Laurie's professional work as a teacher and author, "Hole in My Heart" offers biblically-based conversations that address tough issues such as sex, gender, marriage, and grief. "Hole in My Heart" is now on its third season.

In response to the skyrocketing rates of suicide and a decline in overall mental health, WCSG produced an additional podcast in 2023. "Through Rough Waters" features WCSG host Zach Allen who partners with licensed professional counselors to discuss issues relating to mental health through a biblical lens. Season one of "Through Rough Waters" has had over 25,827 downloads from its initial release with plans to begin its second season in April 2024.

Finally, this past January 2024 WCSG produced another original podcast, "Beyond the Pulpit." In this podcast, WCSG midday host Tom Neering has thoughtful conversations with pastors and other influential figures to not only discuss how they are working to share the Gospel message, but also to reveal the humility and hearts of those who are called to these roles while experiencing the same struggles and missteps like the rest of us. "Beyond the Pulpit" seeks to unify the church by talking with ministry leaders from various denominations and making Jesus more accessible to those who might struggle to look favorably upon the Christian faith.

Over the last three years, WCSG has had 45% growth in total listening time for our online media, revealing the increasing demand and value of our digital platforms. In response, we added a social media and podcast assistant to our team to elevate our position as a source of positive and uplifting content. We look forward to expanding our message in creative ways that fulfill our mission: to encourage, empower, and engage our community with the message of Jesus.