



The Music You Want to Hear
The Local Bands You *Need* to Hear

www.holyfireradio.org

4408 N. Rockwood Dr. #254
Peoria, IL 61615
Fax: (309) 682-8744
Contact@hollyfireradio.org

Station Operator:
Mike Kerby

Program Manager:
Sarah Caulkins

Promotions Director:
Katie Bahr

Station Staff:
Chad Petroff
Dave Taylor
Julius Booker
Chris Mitchell
Michael Blue
DJ Hariford

Holy Fire Internet Radio and
its affiliated programming are
listener supported ministries of
Christ's Embassy

Holy Fire Internet Radio

A Ministry Of Christ's Embassy

Vision

Holy Fire Radio exists to reach youth and young adults of both genders and men with musical styles they enjoy and can relate to that honor Christ Jesus.

Mission

Holy Fire Radio will meet our vision by:

1. Playing the best in Christian Rock, Alternative, and other music styles not available on other stations in the Peoria Metro Area
2. Showcasing the original music of local Christian bands and artists
3. Providing concert information about local and established artists of interest to the listener.
4. Promote and sponsor concerts and events for a variety of Christian artists

Ministry Description

Holy Fire is a ministry of Christ's Embassy, incorporated as a not-for-profit corporation in the State of Illinois as Christ's Ambassadors, Inc. As a non-profit ministry, there is no advertising on the station. It is supported by the listeners and sponsorships.

The station will be broadcast entirely online. This decision was made based upon the proliferation of mobile devices used for internet access. Internet radio is growing rapidly and is projected to continue in that trend. A specialty hosting service that provides the player, the bandwidth, and pays all necessary royalty fees has been contracted. Costs are based upon the amount of listenership and quality of broadcast. Based upon research, projected listenership will be over one-thousand within the first three months and is expected to grow at a steady pace.

The intent is twofold. First, Holy Fire plays music for markets not currently being served in the Peoria Metro Area by the other Christian stations. Most of the potential listeners are currently listening to secular stations to meet their taste in music. The station is intended to provide Christ honoring music in the genres preferred by those listeners. Holy Fire is the compliment to the existing Christian media outlets, not a competitor.

The other intent is to provide a showcase for local and regional artists who are currently unable to get airplay through any other outlet. Concerts, music, and albums will be promoted by the station. Holy Fire will also sponsor concerts and events featuring these artists. Cost of these concerts will be covered by an offering taken at the concert. Proceeds above the costs will be used for the artists and as fundraising for the station.



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Listenership Projections and Demographics

Based upon research, the anticipated listenership for Holy Fire will likely exceed that of some local broadcast stations. The growing prominence of internet radio, which currently has more listeners nationwide than satellite radio, combined with the unique flavor of the station project a listenership of over one thousand after three months of broadcast with an expected peak of around nine to ten thousand local listeners. This peak is anticipated at the eighteen year point and does not take into account additional listeners from outside the Peoria Metro Area.

Because of the nature of the music Holy Fire, listener demographics require more analysis than a single group can represent. A diverse audience is expected based not only upon research but also upon our pre-launch fan base on Facebook. The main target listeners women under the age of thirty and men under the age of forty-five.

For female listeners, the projected peak age is twenty five with a slow reduction to the age of thirty where the numbers begin to drop off more sharply. The increase is likely to occur at the age of seventeen rising distinctly at nineteen. Since women under eighteen and over thirty are well served by existing stations, Holy Fire is intended for listeners not already being served.

Male listenership will start much earlier, close to fourteen rising steadily through the teen years. It is expected that the male audience will remain relatively steady through the age of thirty when it will decline slowly until forty-five. At that point, the likelihood of listening begins to drop off.

These projections are based upon studies of radio station demographics of both secular and Christian stations playing similar musical styles. Musical preference studies were also consulted.

Finding Listeners

Holy Fire is taking new media approach to building an audience to take advantage of the shift in online culture. Social media outlets, such as Facebook and Twitter, can be used to build a fan and listener base with a much smaller cost than traditional outlets. The station will take full advantage of every media available to generate excitement about the station.

A more direct approach will be used as well. A street team of fans and listeners is being used to distribute posters, cards, and other station paraphernalia to build a fan based. Experience has shown that this approach is very effective, especially with younger audiences who are accustomed to this method of promotion.

Thirdly, Holy Fire is sponsoring and promoting concerts and other events. Local artists and larger, better known performers will both be drawn upon for these events.



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Music Guidelines

All music played on Holy Fire Internet Radio must be from Christian artists and express a message honoring to the Lord, even if the song is not expressly Christian. All music submissions will be reviewed by station management prior to broadcast.

Planned Broadcast Schedule

The following is a preliminary schedule only and is subject to change at any time.

Monday - Friday:

6:30-7:00 Foundations
7:00-9:00 Morning Wake-Up - Worship music w/a strong beat and rhythm
9:00-12:00 Classic Christian Rock
12:00-1:00 Indie Lunch - Locals and independent artists only!
1:00-4:00 Afternoon Alternative
4:00-7:00 Block-o'-Rock
7:00-10:00 Rock and Alternative
10:00-2:00 Night Jam Session
2:00-6:30 Holy Fire Overnight

Saturday:

7:00-11:00 God's Country
11:00-2:00 Independent for Jesus - Local and independent artists
2:00-7:00 Rock and Alternative
7:00-2:00 Saturday Night Blowout
2:00-7:00 Holy Fire Overnight

Sunday:

7:00-7:15 Foundations Weekly
7:15-12:00 Worship Rocks!
12:00-5:00 Afternoon Beats - Urban music
5:00-8:00 Rock & Alternative
8:00-12:00 Sunday Night Praise
12:00-6:30 Holy Fire Overnight

Additional programs are in development including a Christian sports program potentially slated for Saturday mornings. Additional musical programming may also be developed based upon the availability of program producers.

Program hosts/producers have full control of the content within the prescribed limits set by station management.

Podcasts: Holy Fire accepts podcast submissions for possible airplay. Submissions will be considered based upon relevance to the station audience. Once accepted, the podcaster will be asked for a nominal fee to cover the cost of carrying the program. This cost is currently set at two dollars (\$2.00) per minute.



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Holy Fire Financial Support Guidelines

Holy Fire Internet Radio is a listener supported ministry to reach those who are not being served by the top-forty and talk stations currently broadcasting in Peoria. Since we are a not-for-profit ministry, we do not sell advertising. To meet monthly expenses, we rely upon donations and sponsorships. Although our costs are less than a traditional broadcast station, we still have significant monthly obligations involved in bringing high-quality Christian music to the cyber airwaves.

The following giving levels are only guidelines. We use them as options for individuals, ministries, and businesses who may wish to have their support for the ministry of Holy Fire publicly known. All donations made are strictly voluntary as are the sponsorship spots. We follow all guidelines for not-for-profit stations as outlined by the FCC regarding business and ministry sponsorship.

The suggested giving levels are:

Sponsorship Type	Day	Week	Month*
3-4 hr. Mon-Fri Program	\$100. ⁰⁰	\$500. ⁰⁰	\$2,000. ⁰⁰
Local Lunch	\$50. ⁰⁰	\$250. ⁰⁰	\$1000. ⁰⁰
Talk Programs (Foundations)	\$25. ⁰⁰	\$125. ⁰⁰	\$600. ⁰⁰
Weekend Programs	\$125. ⁰⁰	N/A	\$600. ⁰⁰
Overnight Programming	\$75. ⁰⁰	\$525. ⁰⁰	\$1,100. ⁰⁰
Sponsor-A-Day	\$360. ⁰⁰		
Share-A-Day	\$180. ⁰⁰		

*Monthly amounts based upon 4-week month

These are suggested denotation guidelines, but are the minimums for the levels of sponsorship based upon our operating costs and expenses. Any who meet the minimum support levels who would like to have their support know will receive a 30 second spot run at the beginning of the program chosen or a 15 second spot run once per hour during the broadcast day. In accordance with FCC guidelines, only factual information may be given with no opinions or advertising claims. Staff members will write and produce the spots to donor approval prior to airing.

Donations of any amount are welcome and truly appreciated. We welcome any who believe in our ministry and feel lead to support us financially. Your generosity and prayers are truly appreciated.

All funding received is used towards the operating expenses of Holy Fire Radio including but not limited to station web hosting, equipment, station staffing, and other costs incurred operating Holy Fire. Additionally, the ministry tithes on all donations received to area ministries selected by the Board of Directors.

Holy Fire Internet Radio is a ministry of Christ's Embassy, a not-for-profit ministry incorporated in the State of Illinois as Christ's Ambassadors, Inc. All donations are tax deductible.