



Christian Library on Demand Reaches out to Christian Radio

Online Christian entertainment streamer looks to connect with Legacy Christian Business

July 21, 2014 - [PRLog](#) -- The Christian Library on Demand (CLD), a global Christian entertainment source seeks a deal with local Christian radio stations. “We want our Christian entertainment company to be relevant to local communities,” says Terrence Lovett, CEO of the CLD. It’s one thing to build a company with worldwide reach via the web, it is quite another to make it relevant to local communities instead of just to individuals. “Christian broadcast radio has built great relationships with Christian institutions and business, it would be a shame to see all of this work lost,” says Lovett.

iTunes, online music streaming, and the independence of the web is eroding radio, it is a changing industry. “My friends in radio keep calling me up and saying one more year,” says Gerald Wiggins of WMGW, “but more and more call me looking for other opportunities to access their customers.” Many radio executives are making the transition into the film business and some into online. If this is true what will happen to so many Christian radio stations in the USA? “We see a vision of transition for Christian broadcast radio and we hope to encourage our Christian brothers and sisters in radio to work towards a great future with us,” says Lovett.

Christian broadcast radio has a great relationship with its listeners; it encourages, and inspires listeners to continue in their faith. “We have seen the revolution in Christian music through Christian radio, but the top 40 mentality of Christian radio has led to playing the same songs over and over again, and the artists which sound very much alike,” says Darcey Hutchinson, CFO of the CLD. Award winning Christian rap stars like Lacreia, awarded a Grammy Award in 2013, have seen success with little help from Christian broadcast radio. Radio genres often come with the baggage of ethnic divisions as well. As Christians learn to find their favorite radio show as a podcast, download music on smart devices and build playlists online on services like Pandora, Spotify and Jango, broadcast radio is seeing a decline in listeners even on the daily drive because of Bluetooth syncing, not to mention satellite radio.

In a April 2013 Digital Trends dot com article called “Study: Younger Listeners Stream as much as Listen to Radio” writer Graeme McMillian wrote; “A new report from the NPD Group reveals that, in the final months of last year (2012), audiences aged between 13 and 35 spent roughly as much time listening to online radio and streaming music services as they did traditional AM and FM radio,” reported Graeme. In that same article industry analysis Russ Crupnick, NPD SVP said that “driven by mobility and connectivity, music-streaming services are rapidly growing their share of the music listening experience for teens and young adults, at the expense of traditional music listening methods.” “Clearly, it’s time for AM and FM radio stations to start working out how to move themselves into app development while there’s still time,” says Graeme.

Streaming apps could be the salvation of Christian radio and many have already started to make the transition, however they will find competition from the many laid off DJs and announcers over the years who have been building audiences for up to 5 years. “I believe God called me to radio and I truly enjoy what I do,” says Alexander Coleman, Owner of Halleluyah Radio of Regina, Saskatchewan. “I started on digital radio through my website and now we have our own Apps.” Alex is a community leader in Regina

helping to coordinate the Love Regina Week, Praise in the Park, Ministries Fair event. Alex has been building an audience in this new digital world for years while Christian radio has less than 30% of its stations available on an app. “Christian Broadcast Radio has competition on every side and they have been slow to change, if they are open, the Christian Library on Demand has a vision which will allow them to continue to service Christian Communities,” says Lovett.

What is this new vision? You will have to contact the Christian Library on Demand to find out. However, CEO Lovett says that it will be worth the moment to drop an email and see what Christians can do when they work together.

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