



Non-Profits can Build Audiences just like Corporations do on Television

The Christian Library on Demand employs the most Successful Processes for Building and Maintaining Audiences

July 29, 2014 - [PRLog](#) -- Definition of Audience Development - An audience is built through the employment of content. This content must inspire various human responses from the audience. Through the validity and effectiveness of the content, audiences can be introduced to suggestions congruent to the content. These congruent suggestions must be effective messages in order to illicit audience response. Audience response is not guaranteed, however this method when deployed properly has been proven effective when employed at certain frequencies in various modes over time. Although the modes of delivery have changed, the process effectiveness has remained.

“We know how to build audiences because we are in the entertainment business,” says Terrence A. Lovett, CEO of the Christian Library on Demand. “We seek to encourage the Christian community to use our talents to their advantage.” Christian entertainment has actually been around since the beginning of film-making through epic movies like “Moses” starring Charleston Hesston. Christians consume entertainment just like every other community at the same levels of every other group. The Christian Library on Demand represents their opportunity to use this powerful tool to ensure the viability of their efforts.

Christian non-profits excel at their good works. Christian charities maintain a higher effectiveness in almost every category of social impact. However, not all take can take advantage of television programming primarily because that programming is not consistent with Christian ethics. “Christians should not support programming that does not align with Bible standards,” says Annelie Rudlaff, Owner with her husband Roger of the ChristianFilmDatabase.com. “Today we finally have enough content to support several channels which are truly Christian and with content which is high quality entertainment,” says Rudlaff. “It’s time for Christians to master entertainment and use it to build the Kingdom of God,” says Lovett.

Non-profit budgets are often stretched and advertising might seem to be a cost for which they just cannot make room. “The internet, software, and hardware have helped us build an efficient business,” says Darcey Hutchinson, CFO of the Christian Library on Demand. “There are more efficiencies that have been created in the last 10 years than is feasible for me to explain here, but these efficiencies have essentially made advertising using Christian entertainment an affordable purchase for even a small non-profit,” says Hutchinson. Now non-profits can engage in audience building and maintenance just like any product or service using the same processes and getting similar results.

America is the most generous nation on earth and Christians are one of the most generous groups in the United States. “We don’t need to employ ethically challenged tactics in order to get people to give to your cause or effort,” says Lovett, “just tell your story in the proper fashion and employ the methods which are ethical and make sense for your brand.” The idea is non-profits telling their stories and forming relationships with their target donors through the use of entertainment programs which are related to their brand and delivered to the audience in the most relevant mediums available today. “Mobile consumption of

entertainment and Smart TV usage is the future and we are there, ready to serve non-profits with movies and TV programs that are suitable for their usage.”

A wise small business owner once said, “I knew I could not use the top networks because they cost too much, so I found the little guy at the edge of town. It was a small operation and I thought they would value my business. I could finally be the big fish, so that’s where I made my stand.” If local small business can make it using entertainment then non-profits of any size definitely can use Christian entertainment with similar results.

Background: We are the Christian Library on Demand (CLD) a Christian entertainment company. We distribute our TV shows and movies through video streaming apps. Just search “Christian Library on Demand” in your App store. It is a FREE download! We target Christian and values-based audiences. We have 4 platforms; Cable (apps that work on your cable box), Mobile (smart phones, tablet computers), Smart TV (internet connected HDTVs) & Smart Devices (internet streaming boxes & Blu-ray players). Today we are available in the Amazon, Apple, Yahoo TV, Samsung Smart Hub and Google App stores. Both brands are in front of 25 million cable subscribers in Europe, the Caribbean and Chile. The CLD Mobile App is available to over 1.4 Billion Android and iOS mobile devices. The EnLive Smart TV App is available to 91 million households on Samsung, Vizio, Sony, LG, Toshiba & Hisense smart devices with more devices in development.

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