



Thursday November 24, 2016

Dear Friends and Supporters,

We are excited to announce significant changes to 106five Rhema FM. As of December 1, 2016 our name will be **Salt 106.5**. It's format and approach is designed to broadcast hope to our community on the Sunshine Coast. We believe these changes will help us further serve and engage with our community, building listeners up and ultimately leading people closer to Christ every day. This will be the case for both the believer and non-believer (un-churched).

Firstly, we should state that we as leadership of **Salt 106.5** firmly believe that Christian Radio is not just for Christians! Far from it! Christian Radio is 'Radio About Christ'. Let me also say that we take the view that 'it's not about us – it's all about them' – those looking for hope and purpose. It's not a just a service for the Christians' own listening pleasure, comfort and support.

We as broadcasters have a licence to serve you, our community. We as Christians in turn are all called to serve the *Great Commission* (our highest calling and first priority). In serving the *Great Commission*, our attention should be completely focused on reaching out to the non-believers (un-churched) in our listening area, then helping them become Disciples of Christ.

As such, our programs should not simply be for our own listening pleasure. We should also focus on, relate to, and serve a wider target (believers and the non-believers, especially the un-churched young families on the coast), specifically, we will target 25-49 year olds.

We consider ourselves a 'pathway' leading our community towards a relationship with our God partly through our programs and music, but also through other local churches and their ministries and outreaches, and also through other exciting initiatives, programs and promotions we will announce in the coming weeks and months. In particular, we will be at the Christmas Lights extravaganza at Lifepointe Baptist Church, our breakfast announcers will MC the Nambour Carols and other events, and would love to connect with you as we are more intentional about mixing with the community.

We seek to build up relationships with our listeners with real-life down to earth practical programs (music and spoken content) that the average Aussie can relate to - music that is familiar to them (without compromise). The programs and segments will not only entertain and engage but also challenge listeners and equip our listeners, and over time, we pray that the programs will gently lead them to a relationship with our Lord.

Familiarity must be a major feature of our music format, because familiarity retains listeners. Radio programming research has long shown that if most of the music played by a radio station is 'familiar' to the listener, they will stay tuned in. Listeners will only tolerate 'unfamiliar' content for short periods of time (3-5 minutes), and then they'll move onto another station looking for familiarity. Leading radio programmers confirm that ideally we must never be more than one song away from content that is familiar and relevant to the vast majority of the primary target. Many of us would admit that we often create our own 'mixed format' of Christian and mainstream music each day by continually switching stations looking for familiar favourites.

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In order to genuinely attract new listeners, and to have the opportunity to introduce each new listener to Jesus Christ, we have introduced a carefully selected mix of contemporary Christian music tracks with highly screened, positive, clean, safe and familiar mainstream songs that pass our newly developed music criteria/policy.

This, we believe, is a needed change for the future. We have had the same format and approach for more than two decades and we are convinced with this new approach, we will produce much more fruit for His Kingdom in the years ahead. This does not signify compromise. Far from it. We have developed a strict music criteria for mainstream music that our programmers will adhere to. It will be safe positive music the entire family will enjoy and that relates to and connects with the average Australian.

This format change is largely responsible for the significant growth and mission effectiveness many other Christian radio stations around the country continue to have. Some of these stations include 107.9 Life FM Adelaide, Hope 103.2 Sydney, Juice 107.3 Gold Coast, 98.5 Sunshine FM Perth, 89.9 Light FM Melbourne, 99.9 Live FM Townsville, 96five Brisbane, Darwin's 97seven, Ultra 106five Hobart, 105.3 Way FM Launceston, 104.9 Lime FM Mount Gambier, 91.9 Fresh FM Gladstone and 103.1 Life FM Grafton.

We will still broadcast many of the great teaching programs we have grown to know and love over the years, and we will further introduce many great new segments and programs, with increased live, local and interactive programs over time, with both the believer and non-believer (un-churched) in mind.

These programs will be mindful of using Christian jargon that is unfamiliar with the general community and will be based on content that is relevant and of interest to your family, friends, and neighbours (every day Australians). The longer they listen, the more they will hear about the message of love & hope through Jesus Christ.

Our Vision is for every life to be alive with Christian hope, and our Mission will see us inspire the Sunshine Coast with the good news of Jesus through life changing radio that will "Build the Church".

Our new positioning statements will reflect this new approach...

Live a Fresh Full Life – **Salt 106.5**

The Sunshine Coast's Positive Choice – **Salt 106.5**

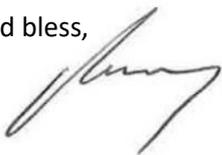
Good Friends, Great Music and a Message of Hope – **Salt 106.5**

The below verse perfectly describes what we are doing with your partnership and support.

"Go out into the world uncorrupted, a breath of fresh air in this squalid and polluted society. Provide people with a glimpse of good living and of the living God. Carry the light-giving Message into the night..." Phil 2:15-16 (The Message)

These exciting changes are set to take place Dec 1, 2016. We ask for your continued partnership, support and patience as we seek to make these important modifications to the station to have increased impact on all our current and potential new listeners, for His name sake.

God bless,



Phil Gray - CEO **Salt 106.5**
(formally 106five Rhema FM)