

Uplift Washington![®]

Visit <http://www.upliftwashington.org>



Should we expand radio broadcasting?

Washington State Broadcast Committee is always looking for ways to respond to the seekers in your community.

Today the programs being aired are The Bible Lesson Monday through Friday, at 3:30pm on KKNW 1150 AM (cost, \$150 per broadcast); Radio Sentinel Sunday at 8:00am on KKNW 1150 AM (cost, \$225 per broadcast); Spanish Herald Sunday, 8:30am on KKNW 1150 AM (cost, \$100 per broadcast). There is a cost of \$29 per CD, per weekly broadcast from The Mother Church. Right now the expenses are about double to the donations (see finances, back page).

Station KNWX, that broadcasted the Radio Sentinel on Saturday morning, was sold and the station was turned into an all Spanish station with no

paid programming. We have been looking for a replacement.

The Committee just did a study to see what stations are available today that would broadcast Radio Sentinel. The available stations are all Sunday airing. They are: KLAY, time slots 3 or 4PM, at a cost of \$75 per broadcast, Tacoma area; KVI, time slots 6 or 7 AM, at a cost of \$595 per broadcast, Seattle area; KTTH, time slots 8:30 or 9AM, at a cost of \$1000 per broadcast, Seattle area; KXXO, time slots 8 or 8:30AM, at a cost of \$350 per broadcast, Seattle/Tacoma/Olympia area. There would be a \$29 cost per broadcast for CDs.

So you can see that if the Committee is to expand its services in the state, the donations need to be higher to stay within its budget.

New listeners hear the broadcasts

A woman called the Downtown Reading Room one afternoon asking what was that program, on the radio, that she had just heard. She was told it was the Daily Bible Lesson and she could hear it Monday through Friday at 3:30pm. She said that she was on her way home from work and had a bad day. Worse, she was stuck in traffic and was not moving. After hearing the program that all went away.

A woman came into a Seattle Reading Room one Saturday. She told the librarian that she was not a Christian Scientist but really enjoys the radio broadcast during week. She was told about the Radio Sentinel broadcast on Sunday. She said that she would listen to it also.

A man came into the same Reading Room that same Saturday and told the Librarian he tapes the Bible Lesson and plays it all week while he is working.

A man came into the Seattle Downtown Reading Room and said that he enjoys the Spanish Herald broadcast and he was new to the Seattle area. He was shown the Spanish section of the Reading Room. He said that he would come back.

A woman started coming to the Wednesday night meeting at a church. She told a church member that she had been listening the Bible Lesson and that was why she was there

REPORT OF THE WASHINGTON STATE BROADCAST COMMITTEE

JIM STUMBAUGH, CHAIR

CRAIG MCCOY, SECRETARY

JOHN OLDS, TREASURER

OVERVIEW

FRUITAGE

HIGHLIGHTS

FINANCIAL

ANNUAL MEETING

Have you heard from a new listener to the Bible Lesson, Radio Sentinel or Spanish Herald broadcasts?

Please share your story. Contact us at info@upliftwashington.org or P.O. Box 253 Seahurst, WA 98062

Highlights of a year of Washington State Broadcast activities

• Pilot project concluded • Broadcasts curtailed • Bylaws update • Financial goals, budgets established

Late 2004 and early 2005 have been a time of transition and adjustment in the broadcast activity. Our current stature is easier to understand when seen in light of the past several years' labor.

To reach a broader audience across the state, a pilot project to use more stations with lower fees was initiated. We were broadcasting on four stations, two of them in eastern Washington, for nearly the same cost as for the single station previously. Though we were confident of the benefits this approach provided, lack of feedback and perpetuating the practice of outspending our income showed us it could not be sustained.

Early in 2004 broadcasting was curtailed, and along with restructuring our fund management, are operating with a greatly reduced loss.

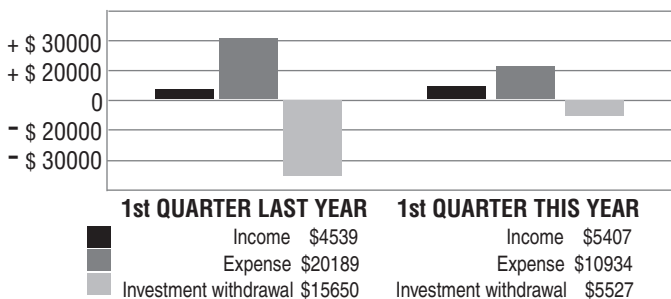
During the last quarter of 2004 the committee updated its bylaws. Several outmoded operational issues were revised, as well as the organization of the funds we manage.

The net result is the ability to respond more efficiently to financial needs, be more accountable to financial goals, and work to a budget. These approaches are ensured by adopting a financial policy, and establishing guidelines for the board positions.

Craig McCoy

WSBC's financial picture

This little profit and loss graph compares profit and loss in the first quarter of last year and the first quarter of this year. We pay our operating expenses in part from your donations and in part from interest earned or draw down from a single large investment (gift).



Since last year we cut costs by 46%. To do this we cut back from 136 broadcasts per quarter to 76 broadcasts per quarter. In addition, we bargained for half price on the daily broadcasts of Bible Lessons. Total income rose by 19% and we reduced the investment draw down by 135%. Wow! That is good. We hope to continue the trend toward the goal of zero draw down.

Our treasurer John Olds loves to get your calls and questions. Just call 206-243-3875 or email jdolds18@yahoo.com.

Annual Meeting May 12

Our Annual Meeting will be held at 7PM Thursday, May 12, at the 10th Church Reading Room, 621 SW 152nd in downtown Burien, near SeaTac airport.

Washington State Broadcast Committee meetings are open to members of Christian Science churches anywhere in the state. We would welcome attendance by more members and representatives. You can attend in person, or by conference call, or you can read the complete proceedings of our meetings on a secure internet website. To access the WSBC's business records on the internet, request an invitation from one of our Committee members. You will be notified by email when your access has been arranged. Committee members:

Jim Stumbaugh stumj@verizon.net
 Craig McCoy craigsmccoy@comcast.net
 John Olds jdolds18@yahoo.com
 Carolyn Purser cpurser@earthlink.net

Regular meetings are held bimonthly at 10th Church Reading Room. The schedule of meetings for the rest of 2005 is as follows:

May 12	Annual Meeting	7PM
July 14	Regular meeting	7PM
September 8	Regular meeting	7PM
November 10	Regular meeting	7PM