



Ecclesiastes 4:12

Braid #1: Legacy platform (104.9 FM radio)

Continue to keep our core radio platform fresh; create and add new content including local segments (for example, *Ministry Roundtable*, *TruthWorks for Today*, *Salt Mine*)

Braid #2: Digital platforms

- Maintain content-rich website with helpful downloadable PDFs and many links
- Live stream content 24/7 on multiple platforms
- Continue to build e-news circulation frequency of distribution (now weekly)
- Continue to build social media presence; livestream in-studio “live” segments show such as morning drivetime; initiate statewide community engagement
- Keep building our YouTube Channel (2,300+ WIHS shows online 24/7 worldwide)
- Gradually grow into original video content

Braid #3: In-person relationship-building and outreach

- Organize WIHS meetings and events (pastor brunches, donor meetings, ministry leader meetings, studio tours, annual Celebrate Jesus Gala & Expo)
- Partner with Christian events/churches statewide; initiate promotional partnerships with major events (such as Fuse Concerts, XL Center, Toyota Oakdale Theater, CT Convention Center, VNE Thrive Conference)
- Test the concept of the “WIHS Amphitheater” on 7/19 from 1-4 pm. “*Celebration of 30 Years of Jacob’s Well Christian Coffeehouse*” will feature singers, musicians, Gospel preaching and invitation, intro of new *In His Service* (IHS) praise band!

