

# AIRWAVES



May 2017

Can you believe it's May already! The year is almost half over. Wow!

There's a lot happening at Rhema Central Coast! Grab a cuppa, find a comfy chair, and enjoy our latest newsletter!

## *Who'll put their hand up to help?*

### June Appeal 2017

There are exciting days ahead for your Christian radio station! God has been revealing some amazing ideas for the future. While what we have already seen over the past 13 years or so has been incredible, He has made it clear that it is just the beginning!

While we're not free to share everything at this stage, here's a glimpse into just a few of the areas we are looking at, resources permitting:

- A much greater presence out in the community, working side-by-side with churches, charities, and other community organisations, with outside broadcasts and other services;
- Improved capacity for producing programs in-house, both for our own use on air, to share with other stations, and as a service to organisations within our community;
- Multiple internet streams, with narrower listener targets, like a youth-focussed music-only channel.
- Increased provision of training opportunities for people within the community to gain skills in various areas of media, such as production, promotions, administration and broadcasting.

For all this to happen, though, we need your help! Everything takes resources, both in people and in equipment. All over and above the significant cost of keeping the doors open and being on air 24/7.

So if it's so difficult just to stay afloat, why are we looking at so many new things? Very simple really. To stay alive, you must keep growing. We're not content to just keep doing what we have always done. And we know that God wants us to stretch out into new areas.

And the main motivation for all this? To reach more people with the message that God loves and has a purpose for them, and that Jesus paid the price for all the rubbish in their lives and offers them a new life!

Our annual June Appeal is our major fundraising activity each year. We rely on it to provide a significant part of our operational budget, and this year we're really looking for it to also fund some new projects.

Its on air from Friday 16<sup>th</sup> through to Sunday 18<sup>th</sup> June. Tune in and hear live artists, stories of changed lives, and more glimpses into the future of Rhema.CC. Please start praying about your gift. And if you feel to give before the appeal weekend, you are of course welcome to.

# mici<sup>TM</sup>

M A G A Z I N E



Made in Christ's image! What an awesome truth that is!

We live in a world where our identity and value are constantly under attack.

And this is especially the case for women and girls the world over. They are constantly bombarded with messages about what makes them valuable, worthy, beautiful, unique.

Sadly, most of what they are being told are lies! It's time for the truth to be told, and that's what "mici (pronounced 'mickey') magazine" is all about.

Founded and edited by Janelle Knox, wife of our Program and Music Director Ebon, this magazine for women from teens through to the more mature, challenges the lies of popular culture and unwraps the truth of what God thinks of you!

Beautifully produced, with stunning images and inspiring stories, it's available in both printed and electronic forms.

And there is a "mici girls" edition perfectly pitched at the younger teens and tweens.

You owe it to yourself to check it out. It's like no other magazine you've ever read. Click over to [www.micimagazine.com](http://www.micimagazine.com).

## mici<sup>TM</sup>

M A G A Z I N E

WHILE THE WORLD  
IS TELLING YOU  
WHO YOU'RE NOT  
GOD IS WHISPERING

*who You are*  
- JANELLE KNOX -  
FOUNDER OF MICI

MICI stands for *made in Christ's image*. More than a magazine, MICI is a message that your unique identity, purpose and worth are found in Christ. Released quarterly in print and online, we'd love you to get acquainted with MICI and MICI Girls.

VISIT our website to download your FREE copy!  
And get in touch to stock MICI in your store or to share your ministry, business or church in an upcoming issue.

[editorial@micimagazine.com](mailto:editorial@micimagazine.com)



[www.micimagazine.com](http://www.micimagazine.com)

## Wyong Community Family Fair

Sunday 2nd April was the day of the annual Wyong Community Family Fair at Wyong Baptist Church, and it was our privilege to provide music, run the sound desk, and provide announcements across the event.

We had a lot of fun, and it seemed that everyone else did as well! And many balloons and lollypops were handed out!

It's always a pleasure to serve at events like these, so if your church or community group have something coming up, get in touch with us and let's discuss how we can help make your day a success.





# What's Happening?

- **Traffic Reports.**  
We now have traffic reports every hour throughout each week day from 6am to 6pm, and half hourly during the Breakfast Show and Drive Time! So now you can be better informed about what craziness is happening on the roads around the Coast.
- **Online Volunteer Application Form.**  
You can now fill in a volunteer application form on our website. No need to print out a paper document and fill it in by hand. Just go to the "Support Us" menu and click on "Volunteers Needed". On that page you'll find a link to the online form.
- **Coast Connect Day - Wednesday 26 July**  
Again this year we'll be on site at the Niagara Park Sports Centre, providing music for this really worthwhile day supporting the homeless and disadvantaged in our community.
- **Bunnings BBQs**  
We'll be running the BBQ at Bunnings West Gosford on the following Thursdays: 25 May, 25 August and 2 November. Pop by, say g'day, and grab a sausage sanga!
- **Erina Fair**  
As part of getting out into the community, we'll have the Rhema Stand at Erina Fair on 12-13 May (just before Mothers Day), 1-2 September (just before Fathers Day) and 15-16 December. Take a breather from your gift shopping and say hello. We'll either be near the Shaver Shop or just outside Rebel Sport.

## *Sponsorship - What is it and why would I?*

At it's most basic level, sponsorship is to community radio what advertising is to commercial radio.

It's businesses letting listeners know about their goods and services on the airwaves, in exchange for some form of payment, either in cash or kind.

And sponsor spots can sound just like ads. However, there is one major difference. Motivation!

While a commercial advertiser is always looking for a return on their investment in advertising, a sponsor of community radio is often motivated, at least in part, by a desire to support the operation of the radio station.

So while we do hope that all our sponsors get a return on their sponsorship investment, and many do get great results, quite often they are quite happy to support us regardless of the return.

If you own your own business, or manage one and have some say over the marketing budget, why not consider a sponsorship package with Rhema Central Coast? We can help you come up with a campaign strategy, write and produce radio scripts, and even help you to extend your campaign beyond radio through a website design, video clip production and even social media engagement.

And we can work to whatever budget you have available. If you have ever sought quotes for commercial radio advertising, you'll be very pleasantly surprised by how affordable we are by comparison.

You can support a Christian radio ministry that is building God's Kingdom, while also building your business. Now that's a win-win! Give Mick Evers a call at the office and he'll answer all your questions.

# Membership Application

Title: \_\_\_\_\_ Name: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Wherever possible, we will communicate with you by email rather than physical mail.

If you'd prefer us to communicate with you only via physical mail, please tick this box: ☐

Membership Options	Yearly	Half Yearly	Quarterly
Full Membership	\$60_____	\$30_____	\$15_____
Concession	\$40_____	\$20_____	\$10_____
Student	\$5 _____	———Not Available ——	

I do not want to receive "The Word For Today" and would like the \$20/year discount. ☐

I wish to become a member of **Gosford Christian Broadcasters Ltd** and support the objects of the Company and agree to abide by the rules as determined from time to time.

Signature: \_\_\_\_\_

I would like to pay: \$\_\_\_\_\_ Membership \$\_\_\_\_\_ Donation

Cash\_\_\_\_\_ Cheque\_\_\_\_\_ Money Order\_\_\_\_\_

Direct Debit: BSB:\_\_\_\_\_ Account #:\_\_\_\_\_ (our preferred option!)

Account Name: \_\_\_\_\_

Credit Card: Mastercard\_\_\_\_\_ Visa\_\_\_\_\_

Card Number:\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_ Expiry Date:\_\_\_\_\_ CCV: \_\_\_\_\_

Name on Card:\_\_\_\_\_ Signature: \_\_\_\_\_

I authorize GCB Ltd to deduct the specified amount from my bank account/credit card for payment of my Membership until further notice. ☐

**I understand that personal information is protected in accordance with Rhema Central Coast's privacy policy.**

## HOW TO CONTACT US

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