



THE Q90.1 MEDIA

**VISION-GROWTH-EXPANSION**



### MISSION & VISION

- ▶ The Q90.1 is on a mission to connect people, churches, businesses, and communities together with the love of Jesus Christ.
- ▶ We envision impacting and inspiring all with the hope of Jesus through this media outreach.





### GROWTH

- ▶ THE Q90.1's mission, desire & vision is to reach the most people throughout Massachusetts by expanding and strengthening our current signal. Through a stronger FM radio signal, we can serve our current listeners better and reach new listeners in communities and cities with a life-giving message of God's love.

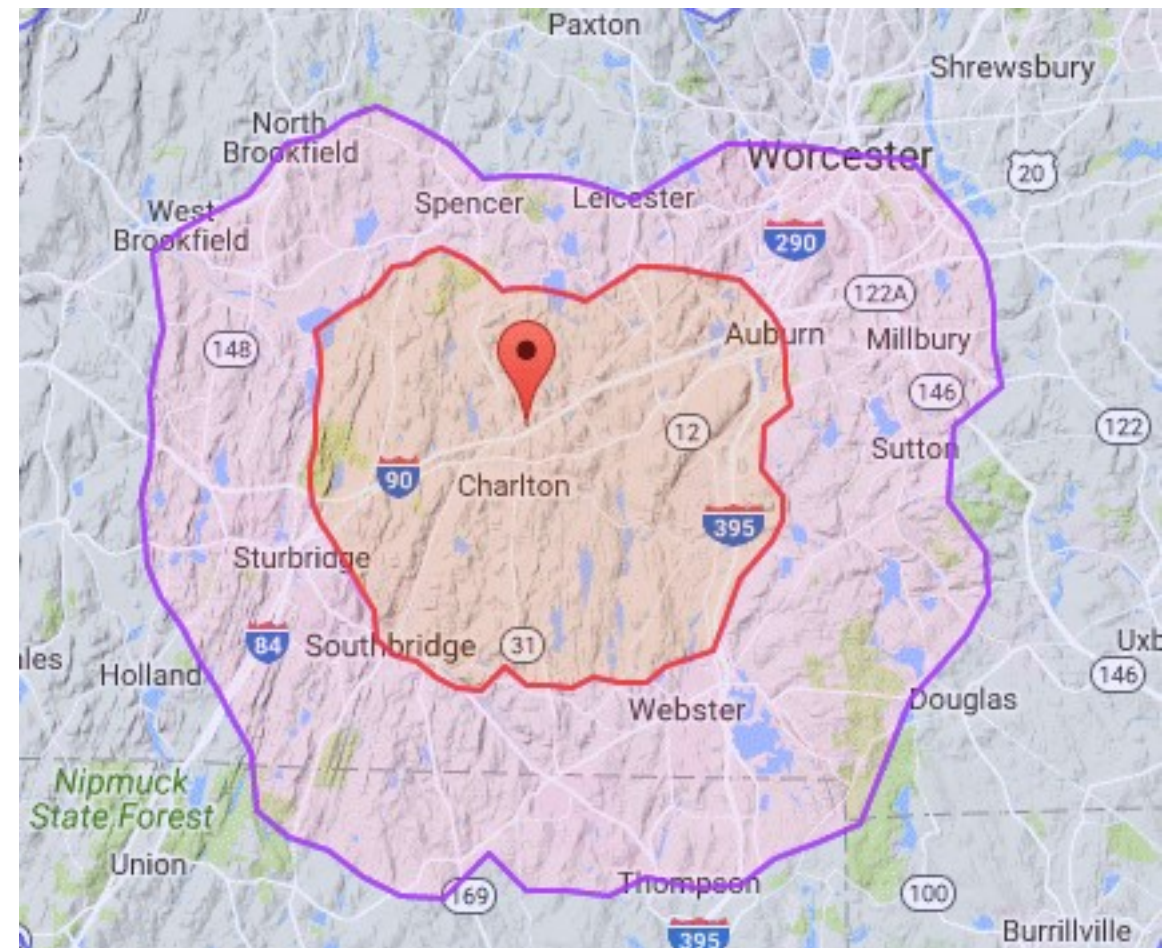




# CURRENT REACH OF THE Q90.1FM

### THE ISSUE:

- ▶ THE Q90.1's current wattage & signal has weak boundaries going into downtown Worcester, minimizing reach and impact.
- ▶ Listener confidence is limited due to losing the station driving out of range, sometimes at a shorter distance.
- ▶ Limits the opportunity for building community within the city of Worcester.



Currently, THE Q90.1's strongest radius of our signal in the red, reaches

**118,670 people**





# GOAL: EXPANDING THE REACH OF



Increasing coverage & impact.



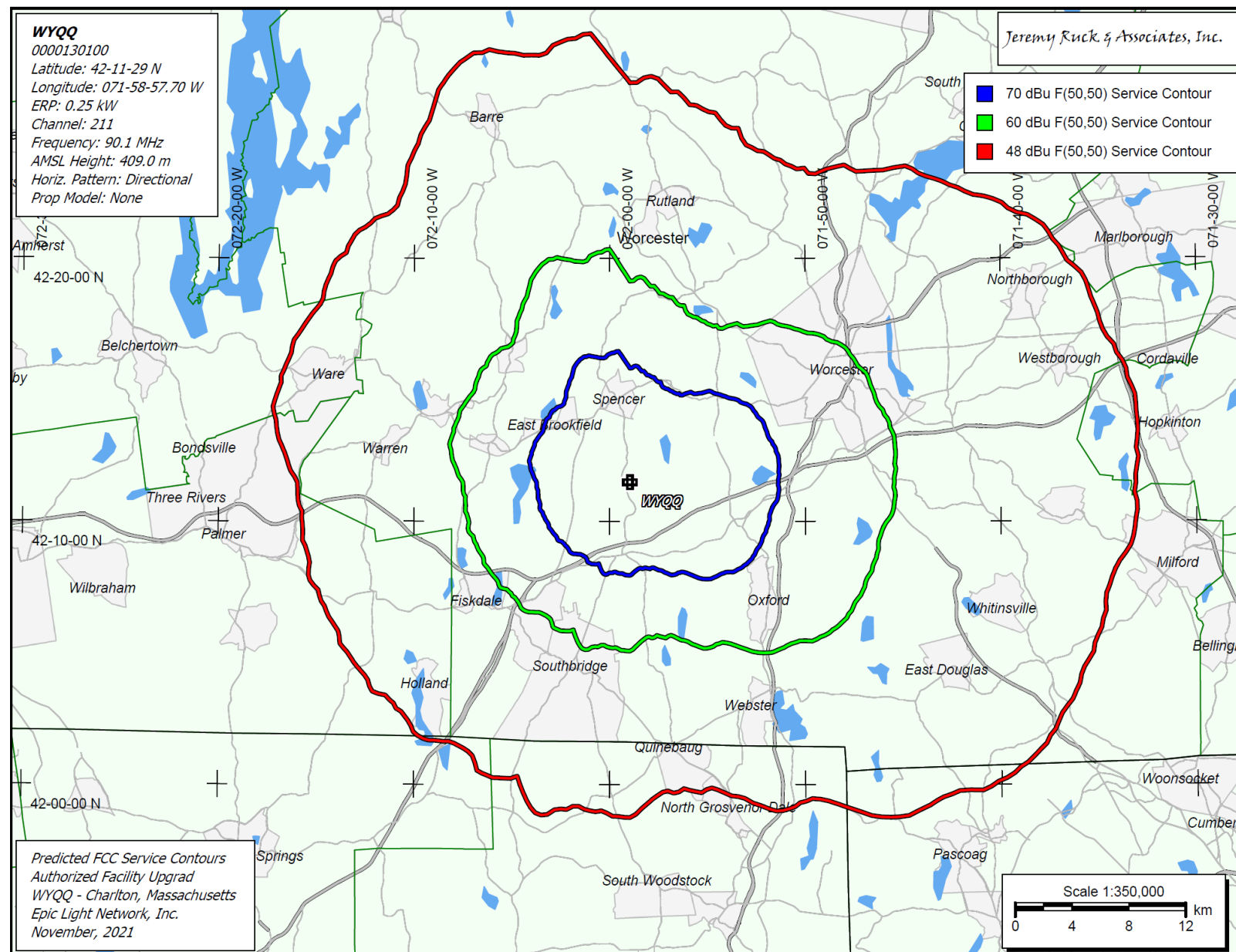
# EXPANSION

- ▶ THE Q90.1 has identified new opportunities to expand and to also improve our current reach with a stronger, more reliable signal throughout Worcester Metro and Worcester County.
- ▶ Recently, The FCC has approved The Q90.1 to increase it's coverage into the greater Worcester region. This will allow the Q's mission to reach more people for Jesus.





## EXPANDING THE REACH OF THE Q90.1FM



## THE Q90.1's COVERAGE ONCE UPGRADED!

The Q90.1 is planning on moving to a new tower location that will better suit the needs of this radio ministry to reach many more people with the message of Jesus Christ through.

- Positive hit music
- Friends on the radio sharing life & faith
- Community outreach & engagement

The strongest parts of our new signal will reach

**403,792 people**  
(nearly 4x increase)



# IMMEDIATE PROJECT COSTS:

In order to accomplish this power boost, The Q90.1 needs to purchase and upgrade it's current equipment to handle this upgrade!

- ERI 100A-1M-DA Broadcast Antenna (\$20,766.25)
- Antenna cables, grounding kit and mounts (\$2,500)
- Engineering Services (\$6,500)
- Tower Installation Services & Climbers (\$4,000)
- Electrician Services (\$4,000)
- Surveyor (\$1,500)
- Internet Installation (\$99)
- FM Transmitter Upgrade (\$5,250)
- Audio Processor (\$3,506)
- FCC Attorney Fees (\$2,500)

TOTAL ONE-TIME PROJECT COSTS \$50,165.25



Our New Home!





# BEYOND!

## 5-YEAR GOALS & DREAMS



- Building up **PEOPLE**
- Building up **AWARENESS**
- Building up **COMMUNITY**
- Building up **PRESENCE**



# BUILDING UP PEOPLE

- ▶ Allowing THE Q90.1 to be in a better position of adding more passionate team members to elevate the mission:
  - **General Manager Position** - *To oversee general operations of the ministry and strategize new areas of growth and impact in a full-time paid capacity.*
  - **Assistant Program Director** - *To assist in creation of on-air presentation to impact people through music & content.*
  - **Marketing Director** - *To continually engage with the church & business community locally to creatively develop relationships and partnerships.*
  - **Office Manager** - *To manage daily communications with listeners, donors and supporting the team*
- ▶ Engaging more listener volunteer opportunities for The Q90.1 Street Team to serve at station pop-up events, concerts, collection drives, etc.





## BUILDING UP AWARENESS

### City Advertising & Awareness

*An amazing way to share God's message of hope and encouragement to the Greater Worcester region by bringing a visible representation of this ministry to Central MA and beyond. Opportunities to purchase advertisements on city public transit as well as billboards on I-290 in Downtown Worcester during high profile times during the year (ex: Christmas music)*



### Q90.1 Wrapped Vehicle

*Everywhere we drive, people will be pointed to God when they tune in and listen to The Q90.1 as a mobile billboard. This will also provide new opportunities to share the good news with others by being part of community events and outreaches and relying less on personal vehicles.*





## BUILDING UP COMMUNITY

### Community Outreach Opportunities

The Q90.1 continues to find new ways to partner with other non-profit ministries and organizations impacting people and communities throughout Worcester County.

- **Net of Compassion:** *Directly provides food, clothing, shelter, showers, and recovery support to individuals on the streets of Worcester, Massachusetts*
- **Food Drive Collections (Holidays):** *The Q90.1 partnering with Auburn Youth & Family Services to provide hot meals for families in need during the holidays by hosting food collection drives at local supermarkets.*
- **Back to School Supply Giveaway:** *Partnering with Staples to provide Back-to-School supplies for local families who need assistance.*
- **Valentine's Outreach "Share the Love":** *Collecting thousands of handmade Valentine Day cards, sharing God's love with those in Assistance Care facilities, hospitals, and local essential workers.*

### Networking Christian Leaders

The Q90.1 facilitating Networking Opportunities for local leaders in Central Mass.

- *Pastor's Breakfast Gatherings*
- *Christian Business Networking Events*





## BUILDING UP PRESENCE

### Q90.1 Ministry Center

A PLACE TO CALL HOME FOR THE COMMUNITY!

**A welcoming center in the city of Worcester for guests, listeners and team to share a space while fulfilling God's mission for The Q90.1. A launching pad for the ministry.**

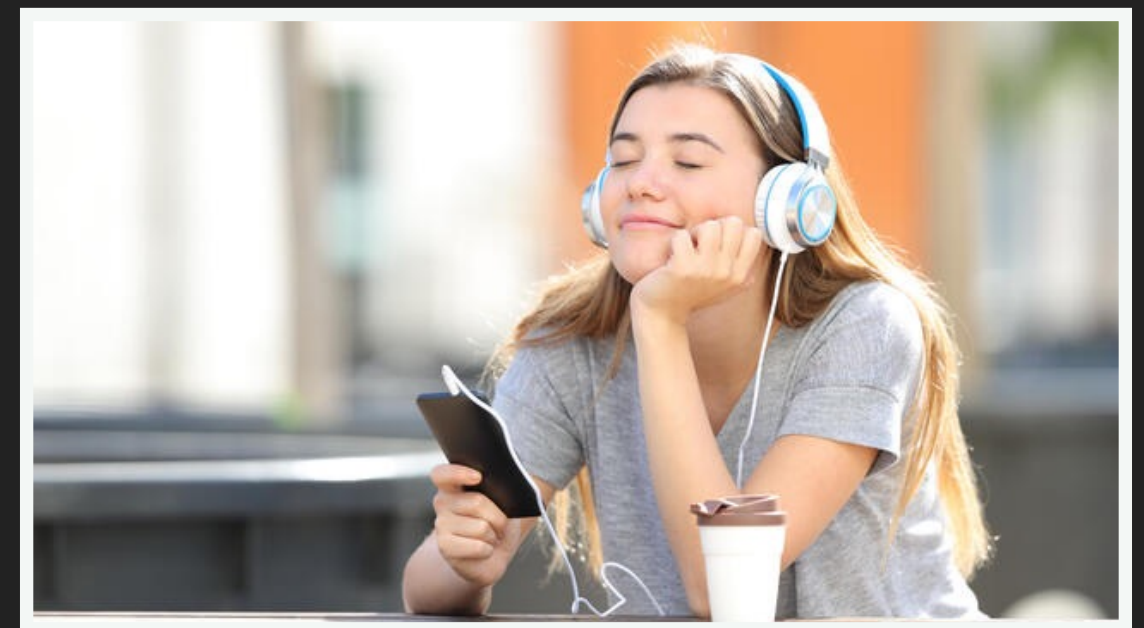
**Studio Center:** *Creating a modern space for on-air talent to share God's heart through the airwaves. The heartbeat of the ministry of The Q90.1 with essential studio equipment to present well the mission.*

**Office & Meeting Space:** *Having offices for team members to implement daily tasks of The Q90.1. A meeting space for gatherings, connects & prayer.*

**Digital Studio Space:** *Creating a digital space for encouraging visual/audio content and connection with video & editing equipment. Another avenue of The Q90.1's mission to connect people, churches and businesses together sharing God's heart in Worcester County.*

### Q90.1 Digital Presence Upgrades

*Providing a mobile presence that is more streamlined and user friendly. Combining our existing listening apps into a newly designed app that offers multiple streams of content, spoken word podcasts and tools to go deeper in their faith.*





**YOU CAN BE INVOLVED!**



# WAYS TO BE INVOLVED

### ▶ PRAY FOR GUIDANCE

Be in prayer for The Q90.1 as we seek God's leading in these expansion efforts.

### ▶ PRAY FOR LISTENERS

Be in prayer for our current listeners, donors & partners. Also be in prayer for the potential new listeners & partnerships that will be created as lives are impacted for Jesus Christ!

### ▶ PRAY FOR PROVISION

Be in prayer for the expansion costs that are entailed as God provides through donors, businesses and community leaders who believe in the mission of The Q90.1.





# WAYS TO BE INVOLVED

### ▶ DONATE

Make a tax-deductible contribution towards The Q90.1's expansion project, either individually, or through your ministry, corporation or business.

### ▶ SHARE A LEAD

Maybe you know a business partner or individual who would also be interested in joining this missional effort along with you.



THE Q90.1 is a ministry of EPIC LIGHT NETWORK, Inc.  
A 501(c) not-for-profit recognized by the IRS. EIN #46-0624220

**The Q90.1 is on a Mission . . . .**

**. . . .AND THEN HE TOLD THEM, “GO  
INTO ALL THE WORLD AND PREACH  
THE GOOD NEWS TO EVERYONE.”**

**Mark 16:15**



We look forward to serving you!

**THANK YOU!**

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