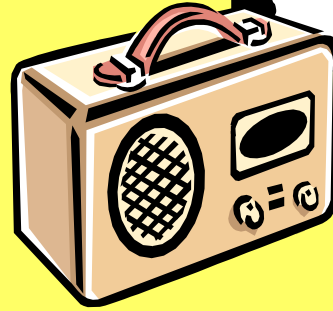
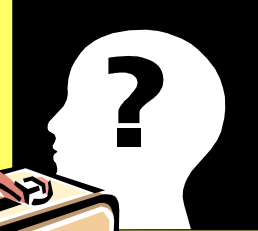


# The Listener



- **Look** at different kinds of listeners
- **Learn** how to define a target audience
- **Listen** to examples of how radio stations do this
- **Discover** what Jesus did to reach his audience

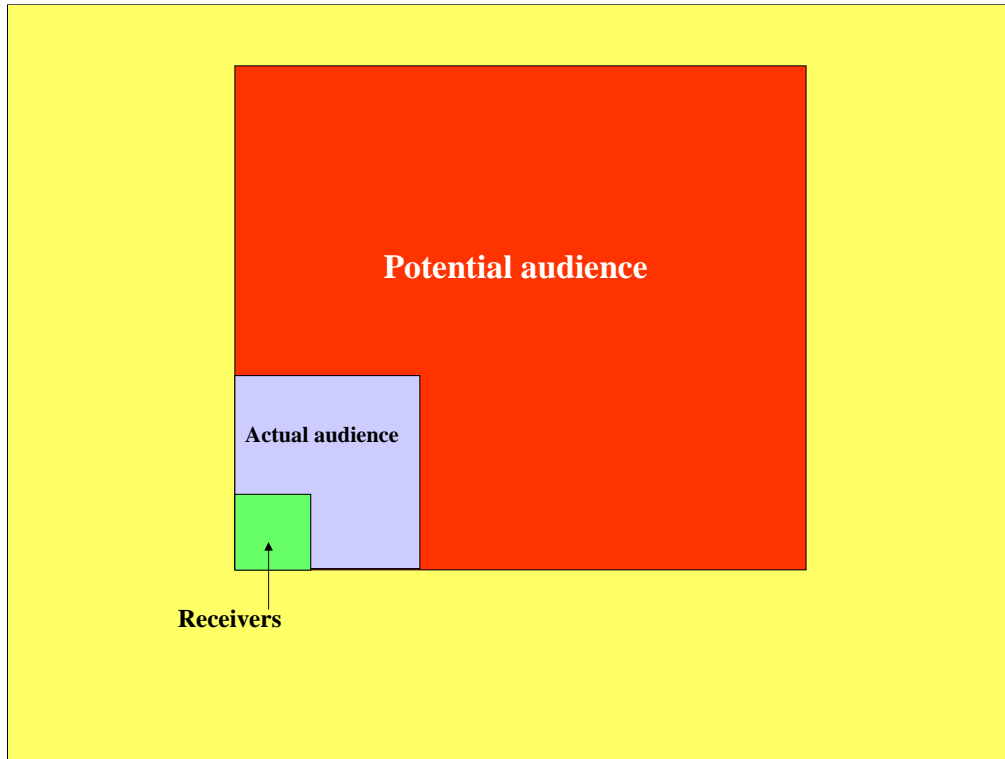
This morning we're going to...

**Look** at different kinds of listeners

**Learn** how to define a target audience / listener

**Listen** to examples of how radio stations try to reach a particular listener

**Discover** what Jesus did to reach his audience



- 1) We need to HAVE listeners!
- 2) We need to have the RIGHT listeners

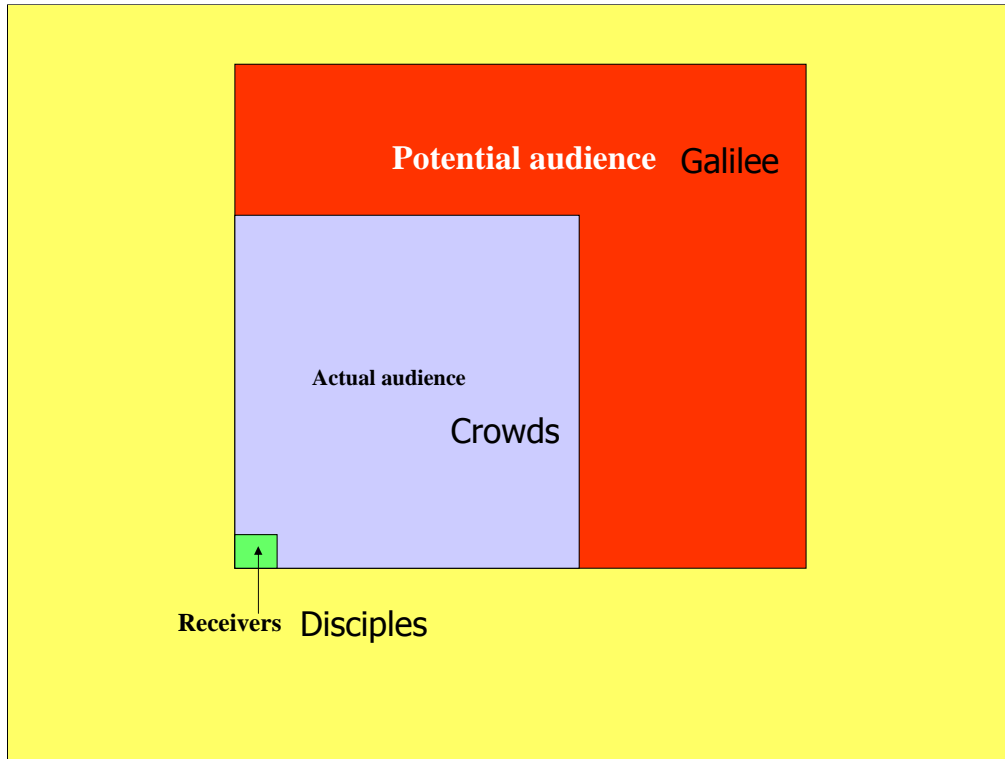
There are different kinds...

**Potential** – whole of UK can listen

**Actual**

**Receivers** – stop smoking / boil water / wash hands before food prep / accept Jesus as saviour

**Q. So how can we make a difference to these audience sizes?**



John 15:16 – I appointed you to go and bear MUCH fruit – the kind of fruit that will last.

Increase potential – more transmitters / wider coverage

Increase Actual – publicity / quality / entertainment value / celebs

Increase Receivers – **know you target audience** and serve them creatively

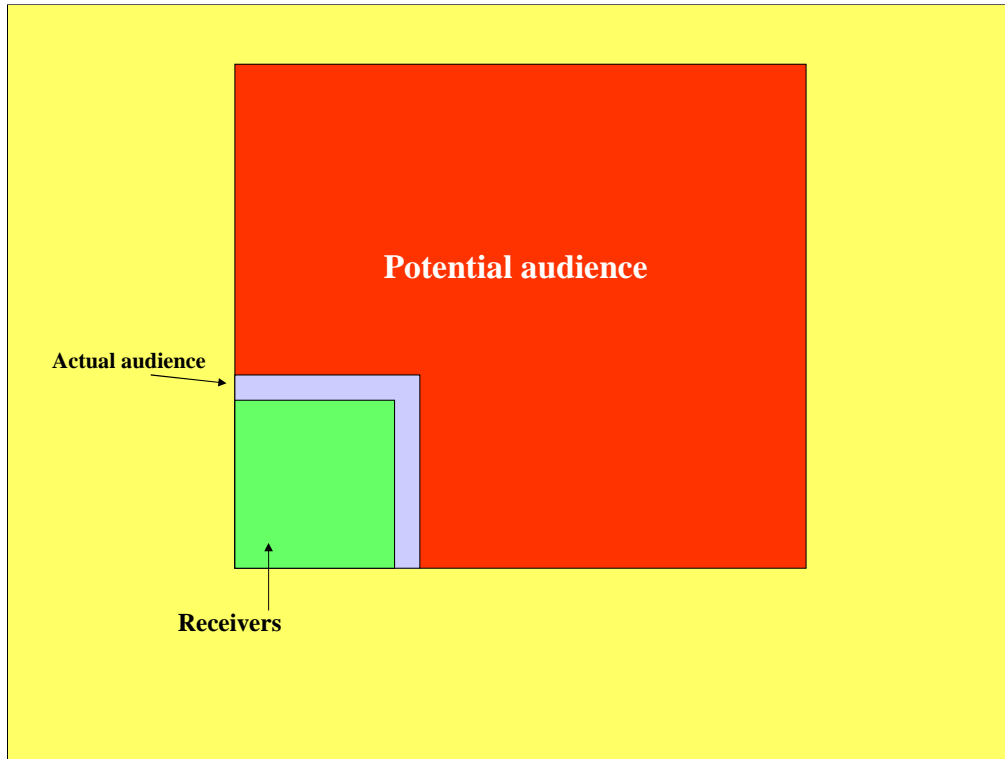
i.e. putting the message into their language / culture / reaching their emotions

We could compare these 3 groups as...

**Potential** = Population of Galilee

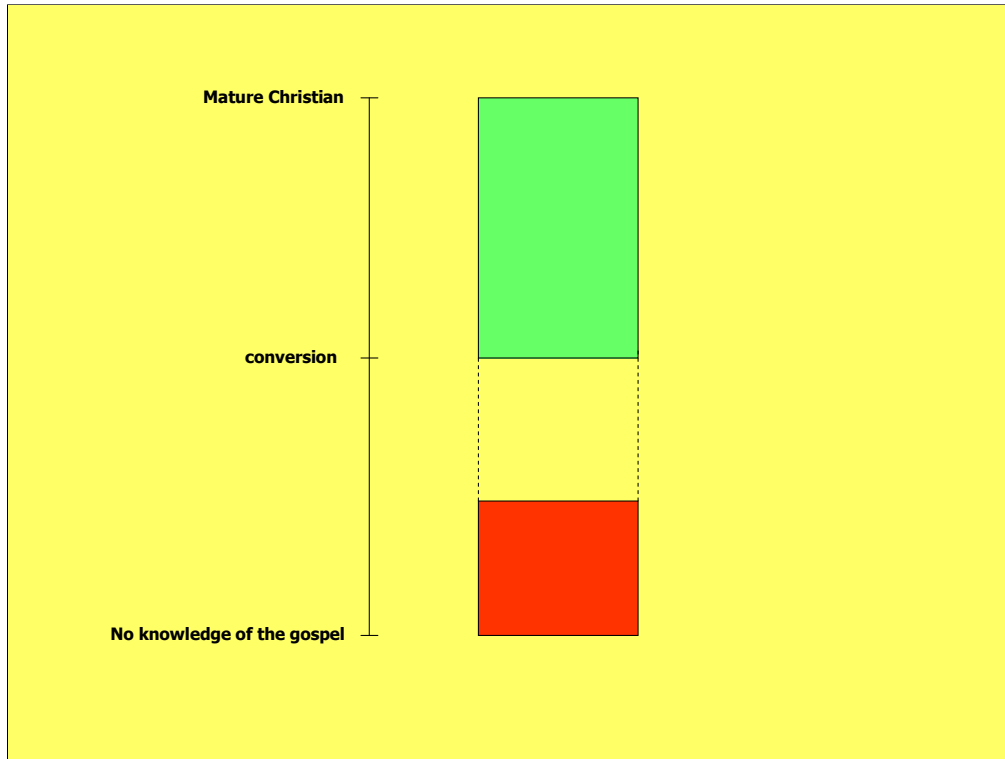
**Actual** = Crowds

**Receivers** = Disciples



MAYBE – you target your audience so well that you lose listeners who are NOT being targeted – so the ACTUAL decreases but more RECEIVERS

**Q. Which is the best option? Where's the most fruit?**

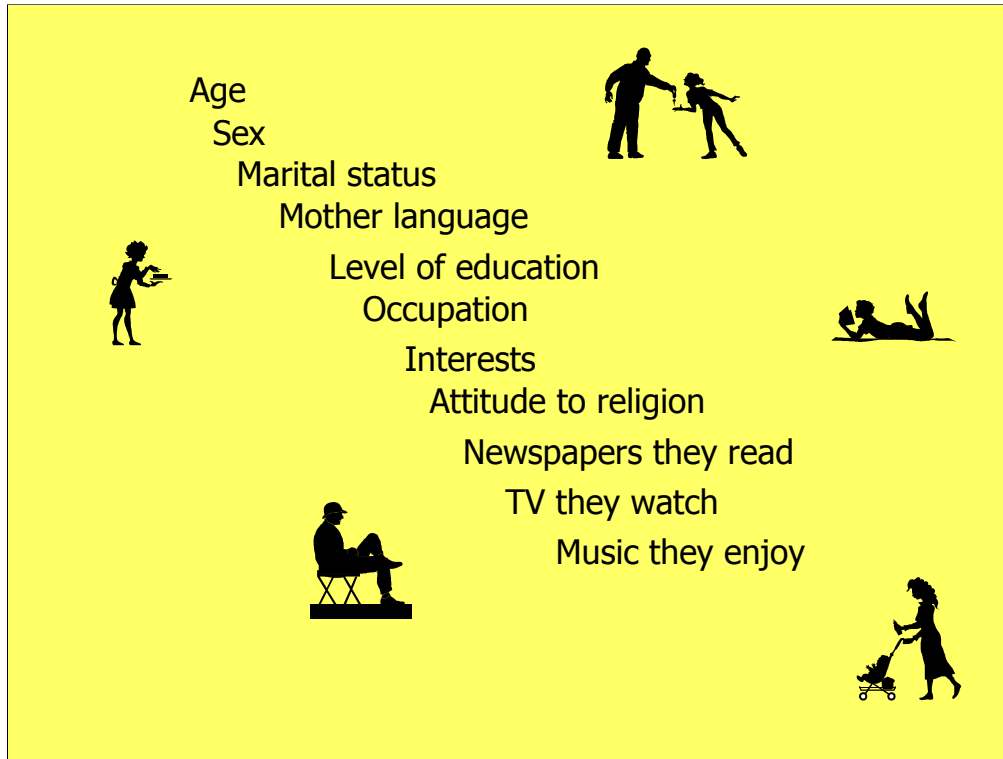


One of the main things you need to resolve before you go any further is – is your listener a Christian or non-Christian?

Best NOT to aim your programme at the dotted section – trying everything you can to get them to say YES to God.

You can't serve both audiences with the same programme – totally different approach.

**Q. So if you were trying to define a target audience – what sorts of things would you want to know about them?**



Some stations even publish details about their target audience – BBC LOCAL RADIO – BULLSEYE leaflet – Dave and Sue (**HANDOUT**)

**Q. What about you? What audience would you choose?**

1) – what’s in my heart – who do I want to reach? e.g. Youth / elderly / Muslims? What’s my calling? PRAY.

2) – who do I communicate best with? Women? Youth?

3) – 1 and 2 are a luxury – it all depends on the radio station – they will decide.

PULSE 2 – clear target audience helps me with The FB

Try to **THINK** the way your target audience would think – all the rest should follow:

Topics / message / questions / music / language – The Sun = 2000 word vocab

**Audience Research** Example – Romania questionnaires

1) who do you want to reach? 2) Talk to them!

**SO – let’s have a bit of a target audience exercise.....**

### ***What did Jesus do?***

He loved his audience

He asked questions

He told stories

He made his listeners think

He left them hungry and thirsty for more

LOVED – hell for believers / heaven & Kingdom for non-believers

QUESTIONS – 284 in gospels – why? (where can we buy enough food to feed all these people? / do you want to be healed?)

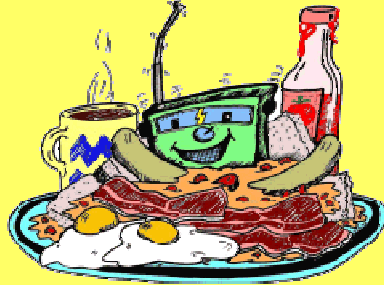
STORIES – Mark 4:34 – He did not say anything to them without using a parable. But when he was alone with his own disciples, he explained everything.

THINK – sometimes it confused them and some left – a risk

HUNGRY & THIRSTY – they came back / he knew when to stop / this is what happens with the FB...

## The Full Breakfast

- *over 35*
- *female*
- *C2DE*
- *soap operas*
- *ITV*
- *tabloids*



Every Sunday Morning on

**pulse2**  
1278/1530 am & DAB



Intro the the FB...

TOMORROW'S STUDIO VISIT – think about the audience:

ASK – will they enjoy this? / is it too heavy? / too easy-going? / are we hitting the target?