

How can we reach the next generation?

*Help!
What is our next on air offer?*

Are we paying too much for the Dallas broadcast?

What can we do about the rising cost of mail postage?

If you have questions like these cluttering your mind – it's may be time for a spring cleaning.

We specialize in Maximizing Ministry Media!



Fresh Perspective For Visionary Leaders
www.blackandwhitestrategy.com info@blackandwhitestrategy.com

We're ready to help. Just remember *B+W!*

B+W provides visionary leaders with fresh ideas, effective media planning, and diligent tactical implementation drawn from more than 50 years of successful broadcast-media, ministry service.



Services:

- Comprehensive Research
- Branding and Marketing
- 3-Yr Ministry Planning
- Cross Generation Targeting
- Strategic Media Planning
- Competitive Time Buying
- Product Development
- Ministry Appeals & Offers
- Reporting

Next Steps:

Call us at *B+W* and introduce us to your ministry. We would enjoy meeting you and discussing practical, tangible ways we can help your outreach grow.

A bright yellow sticky note with a slightly torn edge, featuring handwritten text in black ink. The text reads: 'Call - Black & White Strategy?'

Call -
Black & White
Strategy?

Situational Briefing:

- The precise planning and buying of radio and television broadcast time is still the best way to reach the greatest potential audience in the shortest amount of time with your ministry's message.
- The broadcast media industry is rapidly changing both its impact and the way it is used to communicate.
- The cost of broadcast airtime is costly and broadcast ministries today must continually evaluate their strategies to maximize the impact of their media dollar.
- Audience fragmentation by age, demographic and programming genre' has worsened in radio and TV broadcasting in recent years.
- Channel proliferation has dramatically fragmented the television audience.
- Every ministry's media strategy has to be continually examined and regularly adjusted to optimize their media investment.
- Web based *Power Technologies* are available that serve to allow ministries to economically maximize and extend their broadcasting footprint.
- Utilizing advanced Web based *Power Technologies* that work in harmony with a ministry's broadcast strategy will help them to acquire new partners and build deeper relationships with their audience.
- When a ministry incorporates a *B+W* Group approach they will convert their viewers into partners in a manner that allows them to fully experience the organization's, vision and mission in a personal and interactive relationship.



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