

WELCOME TO

GROK

RADIO



Our Mission

Grok Radio is a ministry of (CYI Worldwide). Grok Radio's mission is to bring the truth of the Gospel to a worldwide audience in a down to earth/relatable fashion.

We operate in a TEAM fashion. Helping, encouraging and praying for one another. We promote our Station over our individual efforts, and all we do, is for GOD's glory!

Programming

Our programming ranges from Educational Programming to music and Biblical Preaching shows. Our main focus is music of all genres, and we support upcoming and indie artists.

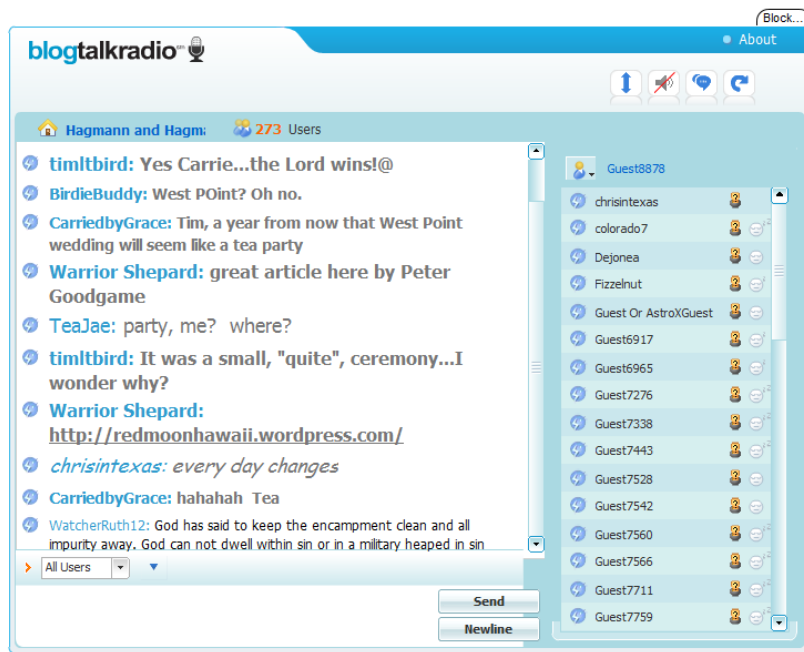
Broadcasting

Grok Radio broadcasts live 24 hours a day through the Shoutcast service. The live stream is available through our mobile app, website and can be played through a number of popular media players. We also offer on demand episodes in our Program archive section of CYI Worldwide.

Shows are currently pre-recorded with audio software of your choice. Access to the Spreaker.com site is offered free of charge through CYI Worldwide.

Guiding Principles

Our live shows are equipped with a free interactive chatroom, giving listeners an interactive experience.



Becoming a Host

We are always looking for new hosts and innovative Program ideas.

You can host a weekly or bi-weekly show. The show can be from 45 minute up to 2 hours long.

Shows can be talk, prayer, music, teaching or a combination of those. We are also open to other suggestions.

To submit your program idea, please use our online form :
<http://www.cyiworldwide.com/host-a-radio-show.html>

Links:

Current and Past Shows: <http://www.cyiworldwide.com/program-archives.html>

About Us: <http://www.cyiworldwide.com/about.html>

Statement of Beliefs: <http://www.cyiworldwide.com/what-we-believe.html>



Planning Your Program

12/30/12

NETWORK GUIDELINES

- Grok Radio only plays Christian Music performed by Christian artists. We do not play any secular music (although there may be some exceptions if approved by the ministry team.
- **Grok Radio/CYI Worldwide uses a TEAM approach in all we do. We promote not only our individual shows, but Grok radio as a whole, so all can benefit, and increase our exposure, thus giving more people a chance to hear the Gospel message.**
- Language should be appropriate. (No swearing, sexual or drug references)
- Shows should be gospel-focused. In addition to producing content for a Christian audience, we must make sure that what we do is evangelistic and point non-believers to Christ.
- We ask that all hosts play the required Promo clips.
- Any promotion of ministries, web sites or organizations should be approved by the ministry team before playing or promoting.
- We ask that all show hosts attend monthly team meetings. We “meet” via Skype

SHOW HOST RESPONSIBILITIES

- Grok Radio keeps an online archive of all shows that we broadcast. Hosts are responsible for keeping their archive page up to date. After a show airs, the show host is required to add their episode to the archive.
- Show Hosts that ask for donations to their program/ministries, requires notification of the CYI team, before soliciting donations. Since, we do not charge broadcasting or membership fees, we ask that anyone receiving contributions, respectfully allocate some of the funds to CYI Worldwide, to help us with operating costs.
- We ask that all hosts make reasonable effort to promote shows/podcasts. We ask that when promoting your show archives, That you use the main archive link, so that all shows on the network can benefit.

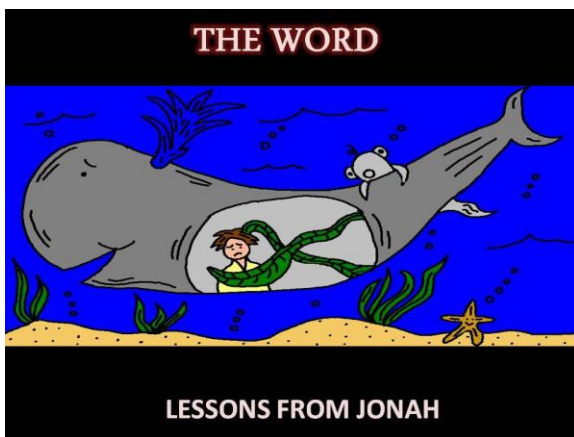
By signing below, I agree to

- Grok Radio Network Guidelines
- CYI Worldwide/Grok Radio Statement of beliefs
- Show Host Responsibilities

Signature/Date

PLANNING AN EPISODE

1. Every Episode should have a unique title. For Archive and search engine purposes.
ie: The Grok Show – Repentance
2. Every Episode should have a unique Graphic, for posting on Facebook, and archives on CYI.



3. Live Shows can run from 30- 120 minutes. Recommended length is between 60 and 90 minutes.
4. Shows should be submitted at least 3 days prior to be scheduled and promoted.

PROMOTE!

People have found us and been blessed by programs through odd places. Here are some ideas of places that you can promote, If you think of any other ways, let us know!

- **FACEBOOK:** Create a facebook group, fan page, Promote special shows through Facebook invites, Promote on your wall!
 - **TWITTER**
 - **TUMBLR:** Create a blog for your show and post episodes etc.
 - **CRAIGSLIST:** Create posts on interesting episodes with Links to your show.
 - **REDIT:** Create a post based on episode topic with link to listen.
 - **FORUMS/MESSAGE BOARDS**
 - **STUMBLEUPON**
 - **GOOGLE +**
 - **YOUTUBE**
 - **CD:** put shows on cd and hand out with contact info on it.
 - **Create Blog or Website**
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1. Remember to use net etiquette. Spamming or over-posting will have a negative effect and cause people to not click your link or endorse you.
2. DO make reasonable efforts to find clever ways to get your show/Grok Radio recognized!
3. Forming relationships with sites, bloggers, churches etc, will help get new listeners.

GENERAL TIPS

Here are some tips from our staff that might help you in planning and promoting. Through much trial and a lot of error, these are some things that we find have worked to make programs and Grok Radio in general more successful!

1. Although our primary mission is to present the Gospel, truth, hope and love; your show must also be entertaining!
2. Avoid more than 30 minutes of talking without a break, song, or clip. Most people have short attention spans, and are probably doing other things while listening, so do things to keep them attentive!
3. Show length is also important. Optimal show time is 60-90 minutes. In most cases, I suggest not running over 120 minutes.
4. Having a popular or intriguing guest gives you tremendous word of mouth promotion and draws in new listeners!
5. Having promotional pictures with your show logo, time and your site address will increase traffic also, and will allow other show hosts to promote your show!
6. It is helpful to design a theme song or intro. Also having an audio promo of your show, and "Drops" by people adds a nice touch to your show! Having an 15-30 second promo clip will also allow other show hosts to promote for you!
7. Use your team as support! We love communicating, being supportive and sharing ideas! All suggestions and input are VERY welcome!