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Heartbeat Special Edition: Program Cost

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Program cost

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Cost for the one-minute time slot that will carry Herald of Truth's daily radio program over the NBC network will range from \$650 to \$1,050. This amounts to a cost of around 150,000 for the first 13 weeks.

Yet what seems like a ^{one stated} huge price tag suddenly becomes extremely small when viewed in light of the number of people that will hear these messages.

On NBC radio, Herald of Truth will be spending from \$.0006 to \$.001 to take a message of Christian hope to one person. This is significantly lower than what is required to take the gospel to one person in a gospel meeting.

"It's a rule of business--the greater the opportunity, the greater the costs," Tom Hudgins, assistant to the administrator said. "Any worthwhile effort has its price tag and so it is with the NBC opportunity for Heartbeat.

"Actually, when the number of people reached is considered, taking our messages to people through the NBC network may be the most economical tool we've ever used!"

The NBC opportunity developed since the 1975 budget was accepted and funds for the program were not included. Special efforts involving both staff and volunteers are underway to reach both congregations and individuals for financial support.

It would appear to me that the package fee would be the same as giving the breakdown as a price split.

Program costs

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"1975 has already been a year of expansion in almost every phase of the ministry," Hudgins said. "To accomplish the additional task there must be total support from all of the friends of the past and we must reach out to many new friends as well."