



LifeTalk Radio | lifetalk.net | PO Box 7150 Riverside, CA 92513 | [REDACTED]

1 — OVERVIEW

1.1 LifeTalk Radio

LifeTalk Radio is an organization that broadcasts family friendly programs 24/7 via satellite, radio, and the internet. The programs they air include topics related to health, religion, finance, kids, and many others and are designed to strengthen spiritual life and family values. LifeTalk Radio seeks to reach out to people of all ages, empathize with them, ministering to their needs, winning their confidence, with an ultimate goal of leading them to Jesus.

While the programming aired on LifeTalk Radio is carefully prepared and/or screened. It is important to note that the opinions expressed on our programs are solely the opinions of the hosts or their guests, and do not necessarily reflect the views of LifeTalk Radio, its parent organization, or affiliates.

1.2 Project Background

LifeTalk Radio wishes to create a new website with a fresh clean look. The current website is outdated, and is not mobile or tablet friendly. Nor is there a seamless transition between the LifeTalk Radio app and the website. Furthermore, the currently implemented mix of website technologies is not edit friendly, making it hard for developers to easily and quickly make the changes requested from time to time by the LifeTalk Radio staff.

A positive experience from the user, website managers, and developers are important to LifeTalk Radio. Having an up-to-date, functional and reliable website is essential for a service such as that which LifeTalk Radio provides.

2 — PROJECT TEAM

The following individuals represent the project team.

- [REDACTED]
- [REDACTED] – *project lead*
- [REDACTED]
- [REDACTED] – *LTR decision-maker*
- [REDACTED]



3 — GOALS

The primary goals LifeTalk Radio wishes to accomplish with its new website are as follows:

- Increase online donations
- Grow the listener base
- Increase online and mobile traffic
- Increase newsletter signups
- Implement a much easier way to edit and update the website as needed from time to time
- Create the most simple solution available

4 — KEY AUDIENCES

The targeted demographic groups that represent the majority of listener and subscriber bases for LifeTalk Radio are as follows:

4.1 Regular Website

- General adult (ages 35 to 75) comprised of English-speakers in North America
- Affiliate Radio Station Managers

4.2 Kids Website

- Children between the ages of 3 to 15
- Parents
- Grandparents



5 — COMPETITORS

The following list represents a simple survey of the Christian radio space.¹

- CelebrationRadio.com
- Newlife.com
- Yeshome.com
- Accuradio.com
- Christianradio.com
- KSGN
- WCSG
- MoodyRadio.org
- BottRadioNetwork.com
- WGTS
- KSBJ
- K-LOVE Radio
- Word FM
- Christian Life Radio
- Positive Life Radio
- Family Life Radio
- Radiant.fm

1 Top search results for "Christian Radio"



6 — TECHNOLOGY

6.1 Hosting and Server-Related Specifications

The new LifeTalk Radio website shall have the following core technology stack:

- There are actually two different domains hosted on the same server stack at Kinsta.com — LifeTalk.net and LifeTalkKids.net
- The above domains to be implemented as independent WordPress installations, using many of the same building blocks and a coordinated theme and layout structure
- CloudFlare frontend²

6.2 Key Wordpress Features and Plugins

Wordpress shall be configured to work with the following major building blocks:

- Radio Station plugin with custom modifications as the core of the podcasts DB
- Bluberry plugin for podcast dissemination and syndication
- Sucuri plugin for website security
- Integration with JumpCloud for user accounts and authentication
- Page building via stock Gutenberg blocks, Elementor blocks for Gutenberg, and Stackable pro³
- Integration of the AMM podcast automation system by exposing the Wordpress API and supporting endpoints for manipulating Radio Station plugin data.⁴

6.2 Key Features Desired

In addition, the following core features are desired:

- Mobile and tablet friendly

² Kinsta is now offering cloudflare for free. It's not fully deployed yet but is likely to be by the time we go live.

³ Paid plugin for Gutenberg (\$99/year for up to 3 sites). We would not install a traditional page builder for performance reasons.

⁴ We recently contributed import functionality to the plugin. So the integration should only involve exposing that functionality via the WordPress API.



- Payment processing for donations using Blackbaud Direct via Blackbaud Merchant Services (BBMS)
- Donation option to be assigned as a memorial “in honor of” and link to memorial page
- Add memorial page to honor a gift in memory of someone with option to include check box for: individual, Anniversary, Birthday
- Simplification of the current podcast automation system, specifically when it comes to the management of files, schedules, and metadata. Elimination, where possible of double-entry is also desirable.
- A custom or customized WordPress theme compatible with Gutenberg, and Stackable.
- A way of having private pages accessible only to station managers
- GDPR awareness and compliance including user cookie consent and management⁵
- A robust system for user management of stored data (see article referenced in footnote 5).
- Search Engine optimization
- Easily able to do randomized A/B testing with different versions of the various pages
- A real-time ajax-based on-air live widget in header of the site showing currently airing program and up next information (based on LTR’s Futuri stream).
- Site-wide search feature (search scope: program metadata, site pages, podcast metadata⁶; limited to the specific site being searched on).
- A Bible Verse of the Week feature
- A Sharing Card of the Week feature
- That programs and podcasts are easily shared and user friendly
- An updated programing schedule feature with built-in timezone conversion
- An improved eCard feature that incorporates multiple ways of sending including SMS
- Stickers system for sending by mail, similar to product fulfillment for an online store⁷.
- Web forms that go to people via email (internal DB of requests)

5 This article: <https://www.baekdal.com/thoughts/inside-story-what-i-did-to-get-gdpr-compliant/> outlines the approach we would like to follow with cookies and data-collection. Specifically, a two or three-database approach to metrics and analytics where identifiable subscriber data is kept isolated from other forms of analytics which remain anonymous without explicit consent.

6 Search only queries data form the site the user is currently browsing.

7 Basically a free product anyone can request.



- A church finder page (uses eadventist.net/en/search)

7.0 Project Structure And Deliverables

TBD

7.2 Budget

LifeTalk Radio is a small organization and thus financially limited to what is necessary for a functional website.

7.3 Timeline

TBD

7.4 Deliverables

- A configured Wordpress Theme for each site (kids and adults), including page navigation, core theme elements, and a set of common page templates.
- Two configured WordPress installations on Kinsta.com (one for kids and one for adults), with the requisite features functional.
- Orientation for key staff doing page building for the sites
- Documentation and staff orientation for the podcast input workflow
- Functional key subsystem integrations (Bluberry, Futuri, Active Directory, etc.)

7.5 Special Considerations

TBD. Specifics of integrating with Bluberry, RadioStation, and internal podcast automation.