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# news release

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## FOR IMMEDIATE RELEASE

# INTERNET RADIO PAVES AIRWAYS WITH INSPIRATIONAL MUSIC, TEACHING:

Global Media Outreach Connects Audience to [iChristianLifeRadio.com](http://iChristianLifeRadio.com)

LOS GATOS, Calif., Dec. 17, 2008 – Global Media Outreach (GMO) recently launched iChristianLife Radio ([www.iChristianLifeRadio.com](http://www.iChristianLifeRadio.com)), giving Christians a new platform to enjoy short, deep content segments to help them grow in their Christian journey.

Developed especially for oral learners and an international audience, iChristianLife Radio provides information, biblical teaching and worship music in small pieces. “We really believe that iChristianLife Radio gives people around the world an opportunity to listen to quality worship music and solid biblical teaching,” said Walt Wilson, founder and chairman of GMO. “We chose our format to include short teaching segments interspersed with a large selection of worship music. Seeing listeners from over 121 countries in the first four days alone really confirmed that we are onto something important.”

iChristianLife Radio is a segment of [www.iChristianLife.com](http://www.iChristianLife.com), GMO’s new discipleship Web site. iChristianLife Radio is appropriate for new Christians and does not accept advertising, nor sell any products. Approximately 80 percent of listeners are from outside of the United States. The station features mini informative segments from leading Christian authors and ministers including:

- Steve Douglass, with the “Lighthouse Report,” providing one- to two-minute segments to encourage Christians in practical ways to share their faith
- Bill Bright, founder of Campus Crusade for Christ, with “Today’s Promise” daily devotional and daily teaching on an aspect of living the Christian life
- Vonette Bright, of Campus Crusade for Christ, with the “Women Today” segment
- Josh McDowell, author and speaker

The music chosen for iChristianLife Radio provides a fairly broad sweep of contemporary Christian worship and popular music with substance. iChristianLife Radio focuses on styles and music to encourage Christians in worship and to living out the Christian life. The program playlist is a substantial compilation of over 700 songs, new and older, so that music is familiar enough to be recognized, but never played so regularly so as to lose their rich meaning.

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Internet radio is just one of the technology platforms GMO is using to meet the needs of online Christian discipleship around the world. GMO is committed to providing spiritual growth materials in multiple mediums – text, video and audio – to help Christians grow. “We now know what we only hoped before – that the thousands of people God has already connected to GMO are also looking for relevant ways to continue in their relationship with Jesus Christ,” Wilson said. “Internet radio is one of those relevant ways.”

In 2008, GMO has seen more than 2 million people indicate a decision for Jesus Christ through its Web sites. GMO volunteers have answered more than 250,000 e-mails from people who were new believers, recommitting their lives to Jesus or seekers who still had questions. Through GMO multimedia platforms, every three seconds the Gospel is presented to someone and every 20 seconds a decision is made for Christ.

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**Note to Editors: To arrange an interview, please contact Julie Shultz at 972.267.1111 or via e-mail at [julie@alarryross.com](mailto:julie@alarryross.com), or Jodi Phillip via e-mail at [jodi@alarryross.com](mailto:jodi@alarryross.com). More information about Global Media Outreach is available at [www.globalmediaoutreachnews.com](http://www.globalmediaoutreachnews.com).**