

Cassette

- Use and purpose
 - Why do you use cassettes?
 - To reach a non-literate target audience?
 - To evangelize
 - To disciple?
 - What are the strengths and weaknesses of cassette over radio?

Cassette

- Cassette assumes that you have a method of production & distribution of the tapes
- Cassette assumes that the target group owns a cassette player or at least the neighbor does
- Cassette assumes that someone wants to hear or someone wants someone to hear.

- Radio assumes that you have a station which your TG has access to.
- That they have a radio
- That the TG will listen to your message and not change the channels.

Cassette

- Audio means listening only
- User Controlled
- Cassettes are available, cheap & durable
- Compact
- Anywhere/anytime
- Right Sequence can be started anytime
- Privacy

- Audience segmentation possible
- Localized dialects
- Need oriented
- Uniform message
- Entertaining

Cassette

- Optional materials
 - GR and other audio materials
 - Scripture recording
 - Dramatic formats
 - Dialogue oriented
 - Messages used for radio programs.

Cassette

- Audio Scriptures for Christian Nurture
 - Life of Christ, Scriptures for Youth and children, scriptures for special needs
- Audio scriptures for leadership development
- Audio scriptures for Evangelism
- Community Service

Cassette

- Distribution issues
 - Macedonian mass distribution
 - Mail
 - Thru churches
 - Sell/ give?
- Evaluation
 - Audio Scripture material available.