

## Changes at Practical Family Living

By Lynda Savage, M.S., LMFT, LPC

Those who are newer to the PFL team love to hear stories of the early days when Lynda and Paul would record the programs in a make-shift basement studio. So much has changed in radio and media since those early years. Have you noticed the recent media trends? People are consuming media in multiple digital and on-demand formats. Printed books, newspapers, and traditional television are being traded in for ebooks, online news sites, and streaming on demand services. "Analysts at the investment research and management firm Bernstein sent a note to clients on Thursday that said they're downgrading media companies like Disney and Time Warner, which own TV networks like ESPN and CNN, respectively, because they are "structurally impaired." (<http://www.businessinsider.com/traditional-tv-is-in-decline-2015-8>)

What does this have to do with Practical Family Living? It means if we intend to continue to provide substance and hope through media and Christ-centered materials, we need to embrace the changing media platforms or risk becoming "structurally impaired". We are moving from a small Christian market -i.e.northeast Wisconsin, opening it up for people to watch and partake on demand from anywhere in the world. While you are about to see our methods change and grow with technology and the times, our message and purpose remain the same.

Because of your prayer and financial support Practical Family Living has been able to record 3,600 programs, publish hundreds of articles written by our therapists, and has held countless workshops, classes and seminars for couples, adult children, those grieving and more. Most of these are still available at PFL.org.

The biggest change you can expect to see from Practical Family Living is beginning in 2017 we are moving our radio based ministry to one that is more easily accessed on digital, on-demand formats. You will notice an increased attention to social media sharing as a way to get our offerings in front of as many people as need them. While you will no longer hear us during a 15 minute segment on the radio, you will notice an increased number of classes, seminars, and speaking engagements on our calendar, and short radio segments in the future.

Healthy individuals, couples, and families matter to us so much that we are willing to expand the way we produce our vital materials to distribute them farther than ever before. In order to do this, we will need to increase our monthly donors. Please partner with us financially by sending a one-time or monthly tax-deductible donation to PFL, PO Box 1676, Appleton, WI 54912.

**MEET & GREET - YOU ARE INVITED!**

Hors d'oeuvres

Short teaching on encouragement & FREE BOOK by Lynda Savage

January 12, 7-8pm

1476 Kenwood Center - Menasha

*Compliments of Practical Family Living, Inc.*

*P.O. Box 1676, Appleton, WI 54912 (920) 720-8920*

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