

Air1 Radio Lets Christians Become Mixmasters

Imagine being able to control your favorite Christian radio station from your home computer. With a few clicks, you can decide which songs play on the air or not. You can dedicate songs to Facebook friends or chat with fellow listeners about the music you love. That technology isn't science fiction.

You don't have to imagine. It's actually happening every night on Christian radio network Air1 Radio. Air1 Radio has partnered with Listener Driven Radio to give listeners more control of their favorite faith-inspired tunes on nearly 200 radio stations nationwide.

Every weeknight at 7 p.m. PST and 10 p.m. EST, listeners will take full control of Air1 and call the shots on each song played during its *Mixology Live* show. The LDR platform, which launched July 19, also allows listeners to send dedications, creating an interactive, cutting-edge social music experience for faith-inspired rockers.

"The Positive Alternative" network, which values faith, community and music on a digital platform, is heard in more than 100 markets across America and reaches more than 1.5 million listeners each week.

"Air1 is unlike many radio stations or networks, because we are financially supported by our listeners. We truly work for our listeners," says Air1 Program Director Paul Goldsmith. "Our partnership with LDR gives us the ability to integrate real-time minute-by-minute feedback from the audience right into our playlist. It's a groundbreaking new way to do radio!"

Initial results have already shown to be exceedingly positive for the network. Thousands of listeners are putting on their "music director" hat on a nightly basis to participate in

Mixology Live.

What is your favorite way to consume music? Are you streaming over the Internet or relying on the traditional radio?