

Muskegon Community Radio - On-air at 88.9 FM - Streaming at [www.heyradio.com](http://www.heyradio.com)

Cover Story

Hey 5k

Worst  
Fundraiser

EVER!

Tech Notes  
FCC License

Tithe!

Support!



## Despite all odds and in the face of a pandemic

*“ Even though I came in dead last, I still had a wonderful time. I love this race. The volunteers are the nicest people and the venue is great. I love the mission statement of this radio station and just enjoy supporting it in this way. There is much more I could say, but nobody would read it. Thanks again for a really fun time! Thank you for another well planned, perfectly executed fun family event! I will be checking my emails for next year's registration.”*

Judy W.

## Another Successful Hey 5K!

Thank you Judy for that wonderful testimony. (above) It's a team effort every year but never more challenging than this year. Precautions included a staggered start, volunteers disinfecting, social distancing and more. It was worth every effort just to see the happy faces of kids and parents out in the open air and enjoying themselves for perhaps the first time this Summer. Thank you Judy for helping Hey Radio open up the City of Muskegon for business. **YOU are the reason** we pushed through this pandemic to hold the Hey 5K!

## Worst Fundraiser EVER! ...but, that's okay...

There has never been a more pitiful fund raising Hey 5k in our 11 years of hosting this family fun event. You can imagine how frustrating it was when restrictions **limiting 'outdoor gatherings'** to 100 persons came just **10** days before Race Day. This is the one and only fundraiser that Hey Radio hosts throughout the year. We depend on having between 200 and 260 participants. Runner application fees are **vital** to our annual budget.

A great THANK YOU to **Huntington** and the rest of this year's Hey 5K sponsors, without whom we would be swimming in red ink.

Also, praise God for strong leadership in the person of City Manager **Frank Peterson** who went out on a limb to give his final approval just days before the event.

As people came to register, they said over and over that this would be the only event that they would actually be allowed to physically participate in. Other annual events had either gone 'virtual' or canceled altogether.....**(virtual...?)**

And thank you God for giving faith and courage to the dozens of Hey 5K volunteers who were determined to persevere for the sake of your Kingdom and your people.

## Tech Notes – FCC License Renewal Time

**Every 8 years** each radio station in America has to re-apply to the Federal Communications Commission (FCC) for the purpose of renewing its FCC license. It's not the first time Hey Radio has had to jump through these hoops. The first time was in 2012 and now here we are again. The process requires the filing of many forms including The Equal Opportunity form, Biennial Ownership form, a 303-s form, a 396b form and more. It's worth jumping through all the hoops to continue providing the one broadcast that reaches the hardest converts. The next renewal isn't until the year 2028. **Hey Radio** will always be here for those who thirst for the word of God delivered through Rock and Roll! **Please Pray For Favor From the FCC**



## Tithe To Your Local Church



During unprecedented times like these, many have been restricted from attending their local church. Some churches have re-opened even though at limited capacity while others remain "online only". Please remember that even though you're not there, the cost of operating the facility remains. So, whether it's by mail or online, please remember to tithe first to your local church and only then should you consider supporting other worthwhile organizations.

## Relying On You

Hey Radio has been broadcasting on 88.9 FM for nearly a dozen years and if we've learned anything in all that time, it's this: **Commercial Free Radio Ain't Free!**

Although the target demographic is high school and college age students, there is a much broader range of listener groups that Hey Radio reaches. Demographics from a recent Nielson Ratings reports shows that approximately **1,100 people listen each day**. (These numbers are a low estimate considering that the Nielson Ratings surveys are conducted using land-line telephone numbers....let's face it, how many high schoolers and college age students are using land-line phones?) The actual number of listeners is likely to be much higher.

Donate online at [HeyRadio.com](http://HeyRadio.com)  
or mail your donation to  
Hey Radio PO Box 1511 Muskegon, MI 49443

And now, try and deduce how many of these young people have enough discretionary income to support the radio station that they love? ...Right! Not many.

So, if you're an adult and you believe that the up-and-coming next generation needs uplifting and encouraging music, along with a strong message of salvation through Jesus Christ, consider making a generous donation either by mail or online.

If however, you happen to be a member of the up-and-coming next generation...don't sweat it! You're broke, it's no big deal. Instead, why don't you talk to your parents about supporting the station that keeps you positively motivated? Go on, just try it. The least they can say is "no". And we promise that Hey Radio will still be here for you 24 hours a day, 365 days a year anyway!

**Rock On!**