

HeyRadio 88.9 Winter Newsletter 2012

Muskegon Community Radio Service Broadcasting Company Inc

(231) 563.6280

Bill Erickson
Tech Support



Let's review

In terms of gains and losses, it's all gain! In **2003** there was nothing but a **vision**. The mission; fill the void. Other Christian stations on the air were playing to the parents, and understandably so. It's the parents who have the paychecks.

'But, what about the children?' We asked. What about the music that motivates and inspires their generation?

With a singleness of purpose we began, and by **2008**...we flipped the switch!

BAMM!

88.9 was Alive & Awake! But, after **4** solid years of solid Christian Rock we get a notice that it's time for all broadcast stations to renew. Could this be **the end**?

The rigorous process began in March with public notices broadcast at FCC specified intervals. An FCC attorney was brought in for supervision. In June the application to renew went in for FCC review. And in October, **Hallelujah!** Our renewal was accepted! **Praise God!**

Brent Richards
Production



Let's renew!

The above narrative was much more suspenseful than it reads. If we had **not** been as diligent, the FCC could have surely ended it all for **Hey Radio**. The station could've gone dark.

But, by the grace of God, our renewal will take us through to the year **2020!** (Hence the theme, eh),
2020 vision!

What's the vision for the next eight years?

Survival in an uncertain economy is a good enough vision for the un-believer.

GROWTH in that same economy is only accomplished by those who trust in the power of an almighty God.

We believe that we can reach more people with the message of salvation.

We've seen what the Lord can do when our hearts are willing.

Today, we're reaching hundreds, if not thousands of listeners every day. Why not tens of thousands? Help us.

Proven statistics say that **93%** of the population 12 and older listens to the radio daily. Help us to **reach them**.

We've renewed the FCC license. You can help us renew the vision for this station from now through the year **2020**. Please. Make a generous donation in 2012.

Dave Nordstrom
Youth Authority



Where does the money come from & where's it go?

Darius Pimpleton
Industry Expert



100% comes from:

- Private donations (you)
- On-Air sponsor ads
- On-Line commercial ads
- Annual HEY 5K event

(ZERO government support)

100% is used for:

- Electric for the transmitter
- Annual license fees
- Internet & landline phone
- Music & equipment upgrades

Allen Alexander
Spiritual Mentor



Things we don't use your money for :

- Not salaries - HeyRadio is run solely by volunteers
- Not rent. - The studio space is donated by the host
- Not heat. - The DTE gas bill is donated by the host

Hey Radio's case for support:

One Thing Remains

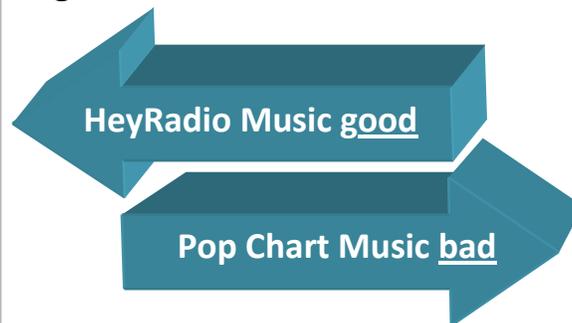
Higher than the mountains
that I face
Stronger than the power of
the grave
Constant through the trial
and the change
One thing remains
One thing remains

On and on and on and on it
goes
It overwhelms and satisfies
my soul
And I never ever have to be
afraid
One thing remains...Jesus.

#1 Christian Song by
Jesus Culture
heard only on
88.9 HEY RADIO

Help give the next

generation of Christians a choice



What would Jesus do?

He'd Support Christian Radio

Send your tax deductible contribution to
Muskegon Community Radio
PO BOX 1511 Muskegon, MI 49445

This is a nonprofit, 501 (c) 3 organization with no paid staff. All contributions are used for operating capitol unless otherwise notated by you. We are a public broadcasting station so your donation may be eligible for a **tax deduction**. Contact your tax professional for verification.

www.heyradio.com

Die Young

Young hunks, taking
shots. Stripping down to
dirty socks. Music up,
gettin' hot Kiss me, give
me all you've got
It's pretty obvious that
you've got a crush
That magic in your pants,
it's making me blush

Looking for some trouble
tonight. Take my hand I'll
show you the wild side,
Like it's the last night of
our lives. We'll keep
dancing till we die

#1 Secular Song by
Ke\$ha

Played daily over and over on
hundreds of popular secular stations
across the country every hour!