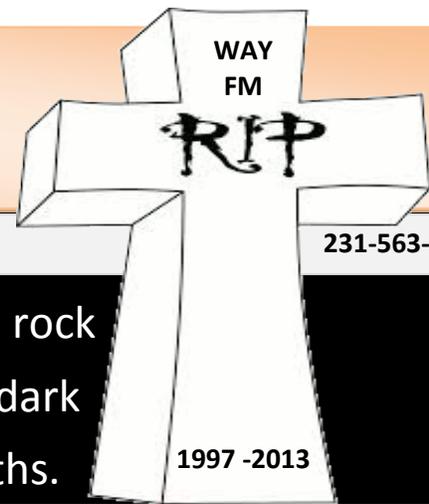


SPRING 2014

HEY Radio



Muskegon Community Radio 88.9 FM

231-563-6280

Iconic Grand Rapids Christian rock radio station, **WAY-fm**, goes dark after **16 years** of serving youths.

Long live Christian Radio!

Why is WaY fm not going to continue? There are several reasons:

“**WaY fm** began in 1997 and for the first decade, it was the buzz of Christian youth and young adults. As the years passed, the media market changed as did the audience. By 2007, the newness of the ministry faded, music tastes became more personal and eclectic especially for the younger WaY fm listeners, and sources to hear music became more common thru online sites and streaming. By 2009, economic challenges and competition for listeners had grown even more intense.” 2013-They pulled the plug.

(The preceding excerpt was taken from the WaY-fm website, **post mortem**)

4 Good Lessons Learned:

Experience is truly the **best teacher**. Especially if it's someone else's experience. Immediately after WAY FM went dark, I spoke face-to-face with the station manager, Chris Lempke. To summarize; the station lacked the financial support necessary to survive. **Lesson 1:** Stay relevant

Lesson 2: Radio stations require money. **Lesson 3:** Youth have no money.

Now, read this unsolicited listener's testimony: “I'm not a follower of religion but I love everything about your station. You play the best variety of music and I believe you deliver a powerful message.. All your music gets me singing along and pulls me through the worst of times!!! Keep it up!!!”

Lesson 4: Make sure Hey Radio lasts. Show your support.....please.

Bill



What's next?

Radio Digital Signaling!



As technology moves on, you can bet that radio will be there. Not only terrestrial FM radio, but more so, **digital** terrestrial FM radio. One day every car coming off the assembly line will be equipped with some form of Digital Radio. Today the “**Digital Dashboard**” is giving drivers so many options for in-car entertainment. Pandora, iHeart Radio, USB, and Bluetooth are becoming common place options. **HeyRadio is expecting RDS equipment to be delivered soon that will help display the station ID and perhaps even the song title and artist data as well. Stay tuned, okay?**

But HEY.....did you know?

Hey Radio is very proud of the volunteer force that comes alongside to help out. This station has always been operated by **volunteers**. Dedicated people who believe that service above self is one of the greatest **Christian fundamentals**. Throughout each year we have had need of many likeminded fans to help us out at events, or collect data, work security, and so on. We literally **can't do it without you!**

If **you** have a servant's heart, fill out the volunteer form at HeyRadio.com. We'll put your information in our database and call you when the need arises. If you're available, great. If not, well, then we'll call you next time! **Sign on as a Hey Radio Volunteer today!**



Meet Paul Gibson

Every Saturday at noon **Paul** rolls out the nation's top 20 Christian Rock songs, new stuff, and Hard Rock News. Listen on-air at **88.9FM** or online at www.heyradio.com



**Questions or suggestions?
Call 231-563-6280**

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