

HEY Radio

Winter
2018

Muskegon Community Radio - On-air at 88.9 FM - Streaming at www.heyradio.com

What's
Inside?

Cover Story
Celebrating
10 YEARS!

ALEXA
Play HEY
Radio

There's an app
for that!

New
Technology

Powered UP
365!

Website

Who's
listening and
where?

Survey
Contest

10 Years
10 Dollars?



Looking forward to the next 10 years

It was 5 years of research, study, rabbit trails, trial & error that took place before we were able to flip the switch, energize the 1,000-watt transmitter, and light up the airwaves with cutting edge Christian Rock & Roll. Ever since **Thanksgiving 2008**, tens of thousands of hip radio listeners and internet streamers have heard the gospel of Jesus Christ through the music and messages on Hey Radio. It's gotten better and better as the years progress and the future gets brighter and brighter for this "Little Station That Could". **88.9 FM HEY RADIO!**

What have we learned?

Looking back over the last 10 years, the **#1 lesson learned is that God is always there.** He's in the mix, in the music, in the good times and He is there through the storms. Whenever there were menacing giants looming, God provided the means to crush them. It has been clear that there is **power in prayer.** **There's Power in the name of Jesus.**

The second biggest lesson we've learned is that most of our young listeners, although they appreciate the ministry, they haven't developed the disposable income nor the charitable mindset necessary to support this ministry.

With that, we learned how important partnerships are to the success and survival of Hey Radio. Collaboration with sponsors and supporters is a two-way street. A sincere desire to help and promote our sponsor supporters comes from a deep sense of community. Let us know how we can help you.

As Hey Radio launches into the next **10 years**, pray for continued reliance on God, that He will guide and direct the future. Find out how you can be a help to Hey Radio. Visit heyradio.com to see more. Thank you for **your** support!

New Radio Technology

“Alexa! Play Hey Radio”



Emerging technology requires nimble adaptation.

As Artificial Intelligence is quickly becoming part of your day-to-day culture and home environments, introducing convenience items like speech activated Amazon Echo and Google devices, Hey Radio has chosen to become an early adopter and now subscribes to **Amazon’s Alexa services**. You now have the option to simply say “Alexa, Play Hey Radio” and stream your favorite Christian Rock through your whole house. **Take note!** First, you have to enable the Alexa app in your Apple account. **Enjoy! And Thanks for Listening!**

Same FREE App – New Name

The Hey Radio App title has been changed recently. (Not sure why.....)

The new title is “**Hey Radio 88.9**”. Regardless if your phone is IOS or Android, simply go to your app store and find it there. Easy to download, simple to use. No bells and whistles to slow the app down. Just music!

And, ain’t that what you really want? Oh, yeah and**IT’S FREE!**



Cool New Tools



After 10 years, it’s finally time for an upgrade in the studio. The original Radio Systems console gave up the ghost when lightning storms came through in September. [Shoreline Insurance](#) sent out a technician to evaluate the depth of repairs... and he just shook his head. “**It’s time for a new one**”. The cost was fully covered, thank you Shoreline.

Each console is built to order from the factory and so, **Hey Radio** limped along for 8 weeks with a sufficient work-a-round until this beauty could be built and delivered. As a **HYBRID (Analog AND digital)** it will serve the station very well for **the next 10 years**, giving Hey Radio the capability to expand and grow with the digital broadcasting industry as the need arises. Hmmm.....Hey Radio in the year 2028. Wonder what that will sound like?

New Emergency Back Up Generator



Now! On The Air Every Day of the Year!



During the first **10 years** of Hey Radio broadcasts, electricity from Consumers Power has always been less than 100% reliable. The studio is located on the edge of the electric grid and it's not unusual to have unexpected (uninvited) outages. This year, four outages in July alone!

Arghhh! Very frustrating!

No power means no ministry.

One year, a large tree branch fell on the electric cable that's strung between the studio and the power pole. The large metal mast pipe was violently ripped from the building. The arcing and sparking could have easily burned the studio to the ground. **Praise God for his protection!**

And now, when an outage occurs, an **Automatic Transfer Switch** drops Consumer's feed and switches to the emergency back-up power. And, because this Emergency Back-Up runs on natural gas from DTE, the fuel source is inexhaustible and will run the generator non-stop until Consumers can restore power. This was made possible by donations from individual donors like you, [Muskegon County Men Who Care](#), and our friends from the [Unity Christian Music Festival](#). We could **not** have done it without you. **Thanks!**

New Website

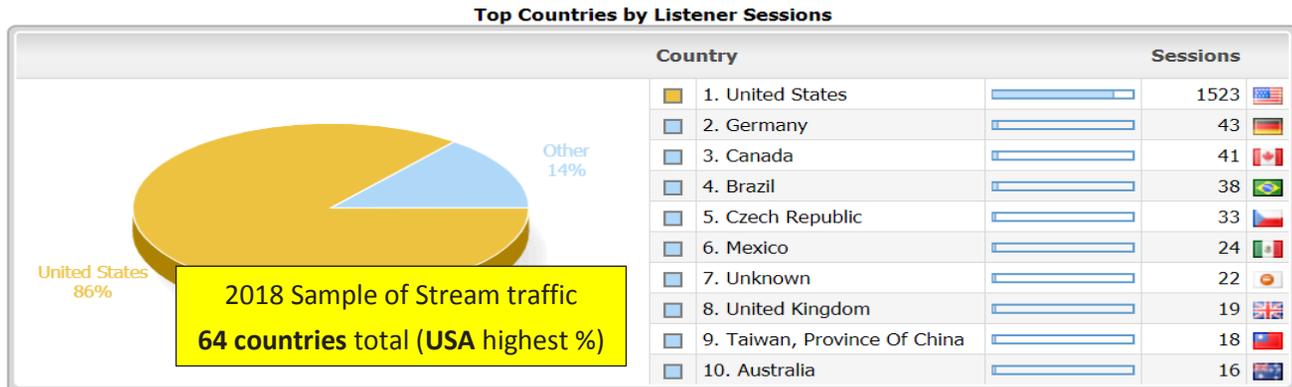
"...PACKED FULL OF GREAT FEATURES AND AWESOME EASY FUNCTIONALITY..."

Actually, this website is not exactly new, but, less than one-year-old. Outwardly, it's appearance is fresh and cool. But, under the hood, www.heyradio.com is packed full of great features and awesome easy functionality. If you've never been there...***why not check it out?*** The first thing you'll see when you go there is a dazzling interactive home page. But before you start to navigate around the site, be sure to click on the **LISTEN** button first. That way you're able to stream LIVE audio while checking out the rest of the site (from anywhere on the planet). Worth a look, really!

HEY Radio

Broadcasting on 88.9 FM, Hey Radio serves the younger listener with the coolest (and cleanest) music available. The freshest, newest artists. Rock, Urban, Street, EDM, Regae...and oh! So much more! Click on "Listen"

Online stats - Look who's listening (top 10 of 64 countries)



So then, who are YOU?

Tell us who you are...and **WIN!**

After **10 years** of hearing from us, it's time we heard from **YOU!**
No, we don't need your phone number and we won't ask for your address. Be assured that we never sell or share email addresses either. **Answer simple 24 demographic** questions and you'll be registered to win one of five \$20 gift cards, or one of nine \$25 gift cards. It's just that easy!

Go to <https://www.heyradio.com/survey> and **register today.**



HEY! Take a survey and register to win one of 10 Meijer Gift Cards!

The Value of Spreading the Gospel?

Celebrating 10 years of broadcasting!
Asking YOU for a \$10 donation!

Did you know that your \$10 Gift will allow for **4.2 hours of Air Time?** *Seriously!* Hey Radio needs to hear from **you!** Make your \$10 donation online at [heyradio.com/support](https://www.heyradio.com/support) or **mail** your \$10 gift to:

HEY RADIO
PO BOX 1511
MUSKEGON, MI 49443

\$10?

