



**1140 AM**  
GRAND RAPIDS

**98.3 FM**  
GRAND RAPIDS

**91.5 FM**  
KALAMAZOO

**89.7 FM**  
BATTLE CREEK

STREAMING AT **HFRLIVE.NET** ANYWHERE, ANYTIME

## YOUR LOCAL CATHOLIC RADIO NETWORK

### Holy Family Radio - Origins

This apostolate was inspired by Pope Saint John Paul II's call for a "New Springtime of Evangelization" and his belief that modern media is an indispensable means of achieving it. In *Ecclesia in America (The Church in America)* he wrote,

*"Using the media correctly and competently can lead to a genuine enculturation of the Gospel."*

In January 2008, Holy Family Radio began the process of organizing as a means of Catholic evangelization, education and ecumenical outreach. The desire of the apostolate is to share the life-changing message of the Gospel and the heart of the Catholic Faith. In June 2008, Holy Family Radio was incorporated as a non-profit Michigan corporation.

### Our Mission

Holy Family Radio is a lay apostolate dedicated to broadcasting the knowledge, love and truth of the Catholic faith. It seeks to attract and bring all listeners to a deeper relationship with Christ, inspiring them to evangelize, to build stronger families and to foster greater unity within our communities.

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Holy Family Radio  
2504 Ardmore St. SE  
Grand Rapids, MI 49506

Phone  
844-337-2346

Website  
HolyFamilyRadio.net

## Underwriting Guidelines

**Clear guidelines make for a good message.** A combination of FCC and Holy Family Radio guidelines ensure that the message brought forth is clear and concise.

*The Federal Communications Commission (FCC) allows non-commercial stations such as Holy Family Radio to thank businesses for tax deductible donations with short on-air acknowledgements. Recognition of those gifts on-air is referred to as an underwriting message.*

**FCC underwriting guidelines** dictate that all non-commercial radio stations **must** refrain from using:

1. **Calls to Action** (words such as “call”, “stop by”, or phrases prompting action)
2. **References to price** (i.e., actual price, “free”, “on sale”, etc.)
3. **Superlatives** (i.e., “best”, “greatest”, “most reliable”, etc.)
4. **Inducements to buy** (rent, sell, or lease)
5. **Comparative language** (i.e., award-winning, board-certified, etc.)

### Holy Family Radio Underwriting Guidelines

Web site information may be included. We will also provide a direct link from our **Current Underwriters** list to the web pages of our underwriters.

1. Other than accepted slogans, words such as “you”, “your”, “our,” and “we” are not permitted.
2. Holy Family Radio will comply, without exception, with all FCC underwriting guidelines and reserves the right to decline underwriting requests for any reason, at its sole discretion, in particular if the station perceives a conflict with the teachings of the Catholic Church or the mission of Holy Family Radio. All underwriting copy is subject to approval by the station.
3. If your organization is a 501(c)(3) non-profit organization, some of the FCC Underwriting Guidelines may not apply.

### Testimony

*“Listening to Holy Family Radio during the day while I work has helped me to keep my faith at the center of all that I do, all of the time. Holy Family Radio has caused my faith to deepen in prayer and practice. It is such a blessing to have access to Catholic radio!”*

– Dawn

*“Now that I’ve found Catholic radio, there’s nothing else worth listening to. I’m so tired of all the other talk shows ... all the political arguing and such.”*

-- John

# Underwriting Business Partners

## Contact Information

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State and Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Broadcast Area:** (Circle one)

Grand Rapids

Kalamazoo

Both

**Production / Setup Cost:** (One-Time Fee) **\$125.00**

**Underwriter Spot Increments:** \_\_\_\_\_

*Example:*

*\$300.00 per month equates to 30 spots per month.*

*We can customize to what you can afford.*

**Weather Sponsorship:** \_\_\_\_\_

*\$500.00 per week/month, per Broadcast Area*

*Please note: Weather sponsorships are scheduled for only one week per month. This is to allow a rotation of sponsors.*

**Terms:** \_\_\_\_\_

**Total Amount:** \_\_\_\_\_

**Invoice Start Date:** \_\_\_\_\_

**Invoice End Date:** \_\_\_\_\_

UNDERWRITER:

Date Signed .

HOLY FAMILY RADIO:

Date Signed .

## Payment Options

Pay in Full:

Quarterly:

Monthly:

Other:

## Payment Method

Credit Card

Electronic Funds Transfer

Invoice

Other

Credit Cards Accepted



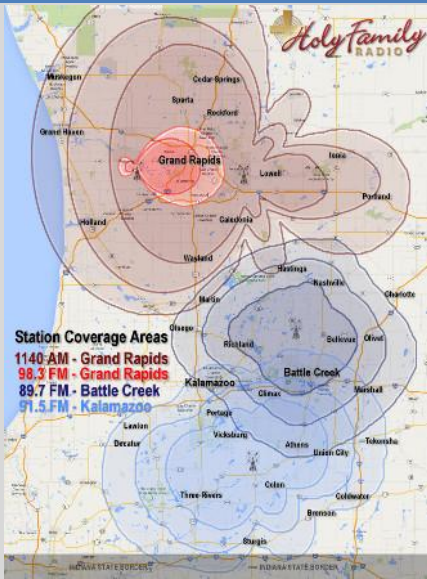
Name On Card

Credit Card Number

Expiration Date

EFT Routing Number:

EFT Account Number:



### Testimony

“Holy Family Radio is such a blessing. As a recent revert, I am constantly learning about my Catholic faith.

Being able to turn on the radio while driving gives me the opportunity to learn something new, or just feel connected with my Catholic faith.

Holy Family Radio has quality programming that I am very proud to promote to others.

Thank you for all that you do and God Bless you!”

-- Angela

## Underwriting On-Air & Online Information

How do you want to be identified on-air & online?

Sponsor’s Name: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

Logo to use online: *(Email us a copy )* \_\_\_\_\_

Short description of your product or services.

\_\_\_\_\_

\_\_\_\_\_

Do you have a slogan you would like to use? (Must comply with FCC guidelines)

\_\_\_\_\_

\_\_\_\_\_

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