

# PURERADIO

Louisville



92.3FM  
**PURERADIO**  
106.9 FM HD-2  
*Teach. Talk. Jesus!*

## Who we are:

PURE Radio is a Christian Radio company focused on the Christian Teaching and Talk format. The company was founded by Tom and Desiré Hoyt.

## What we do:

Our Christian teaching radio stations serve communities in California, Indiana, Kentucky, and West Virginia. We provide local and national ministries the platform to teach believers and provide the Gospel Message to seekers.

In addition to our domestic outreach, we have a missions vision to build a Christian Teaching and Talk radio station for Port Au Prince, Haiti. Currently, Port Au Prince, Haiti has no Christian Teaching radio stations despite a 99% daily radio listening usage of the 3 million plus population.

## Why we exist:

Pure Radio's purpose is to glorify God through distribution of the message of redemption, available to all, through his Son, Jesus Christ. We program PURE Radio to be theologically sound, culturally relevant, and audience engaging. Our daily Bible teachers include some of today's most respected voices: Chip Ingram from Living on The Edge, David Jeremiah from Turning Point, Tony Evans from the Urban Alternative, Bob Russell from Bob Russell Ministries, Steven Arterburn from New Life Live and many more.

## How we operate:

Tom Hoyt has over 20 years radio management experience and is the daily manager of the stations. Our full market frequencies in all our markets cover the entire metro populations and beyond. Our support staff consists of an operations manager, program director, engineer, broadcast announcer, and commercial production announcer.



Tom & Desiré Hoyt

# Our Values

## **Faith | Hebrews 11:6**

We believe that the Bible is God's perfect word, written by Divine inspiration. We believe in God the Father, God the Son, and God the Holy Spirit. We believe that Jesus Christ is the eternal Son of God, born of a virgin, He died for our sins, was buried and rose again on the third day. We believe that whoever believe in Jesus Christ will not perish but have eternal life.

## **Community | Acts 2:42-47**

We believe that Christian community happens through a commitment to Biblical teaching. Application of Biblical truth in our lives happens in corporate worship and in our personal study and prayer. Christian community occurs by fostering meaningful relationships with other believers. Community is developed through open hearts that share our joys, hurts, fears, and selfless love.

## **Courage | Joshua 1:9**

We believe that Christian courage is critical for true believers of Jesus Christ. Jesus said that spreading the gospel would meet resistance. We believe that courage in our Faith comes from trusting the Lord, maintaining a clear conscience, and being obedient to God.

## **Compassion | Galatians 6:2**

The Christian walk should be exemplified by a believers love, care and concern for others. We believe that compassion in Christ is not only a feeling of concern for others but also an action to work toward alleviating the spiritual, physical and emotional pain that afflicts others.

# Our Values

## **Integrity | Titus 2:7**

We believe that we Christian are called to imitate Jesus. As we obey God we become people who keep our work, love those around us and act with sincerity in all that we do.

## **Opportunity | Mark 10:27**

We believe that opportunity is not always about personal gain but opportunity through Christ is the invitation for to accept the Gospel message of reconciliation to God. We value the opportunity to deliver the message of God's invitation of eternal life to all who will believe in Jesus

## **Justice | Micah 6:8**

We believe that justice is not just concept for someone else to do but that it is something that God commands of us. "He has told you, O man, what is good; and what does the Lord require of you but to do justice, and to love kindness, and to walk humbly with your God?"

# Who's Listening?



**20,000,000**  
Weekly listeners



Source: Salem/Nielsen/Edison Study 2014

## The Need for Christian Radio in America

### Did You Know. . .

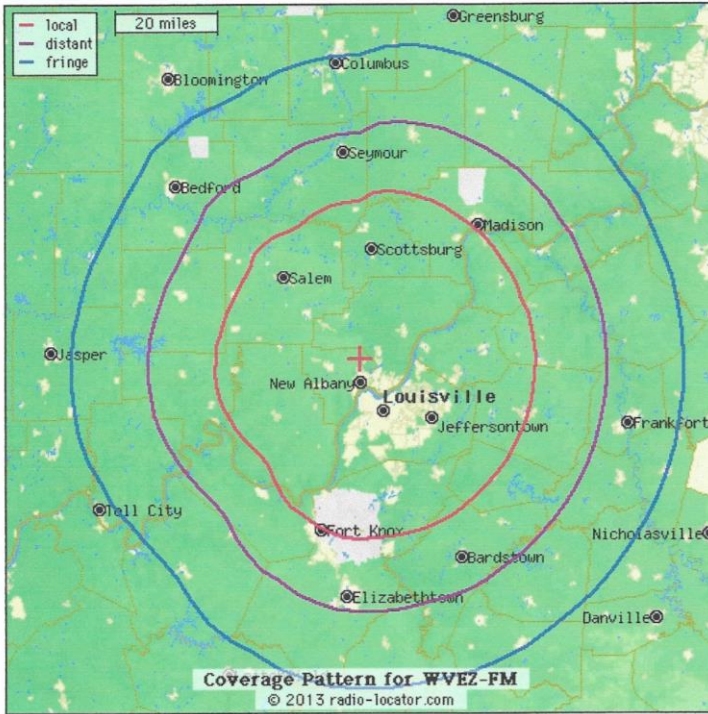
1. Religious radio is the USA's fastest growing radio format
2. 51% of Christian radio listeners are seeking spiritual insight
3. 36% tune in asking 1 question. . . "God are YOU there?"

### Did you know . . .

- Only 63% of Americans are absolutely certain that they believe in God.
- 64% of Americans say they attend church never or less than 2x per month.
- 65% of Americans never read scripture or read it at most 2x per month.
- The average American spends over 11 hours per day consuming media.

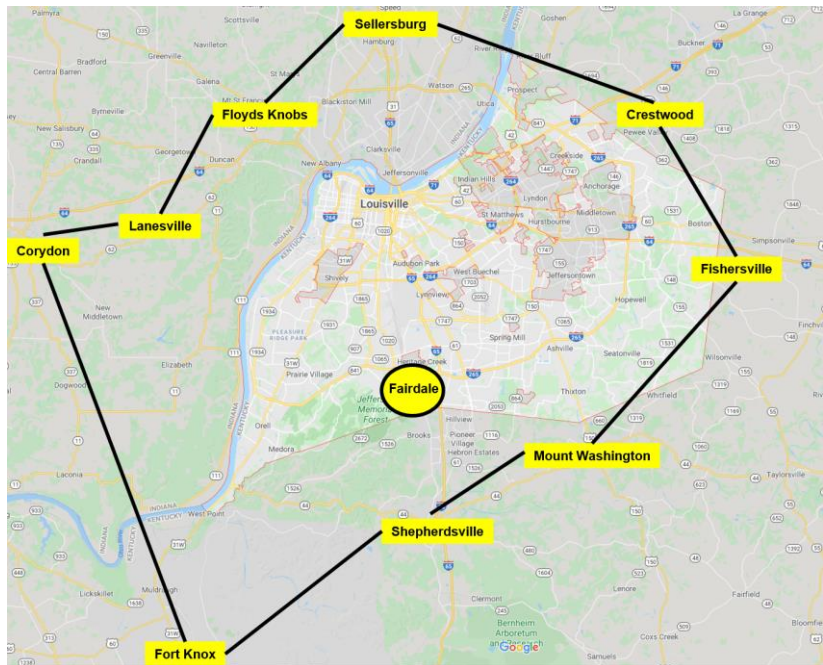
*Pew Research Center Religious Landscape study 2014 and  
Nielsen 2018*

Format: Christian Teaching & Talk  
Website: [www.pureradio.org](http://www.pureradio.org)



**106.9 FM-Digital**  
WVEZ @ 106.9 FM HD-2  
Pure Radio broadcast with the digital signal of the 3<sup>rd</sup> largest FM frequency in Louisville!

**92.3 FM-Analog**  
An FM station 400ft on the top of Mitchell Hill! Pure Radio at 92.3 FM  
Broadcasts throughout the greater Louisville area!





**Tom Hoyt**

Managing Partner and General Manager.  
former WFIA General Manager



**Desiré Hoyt**

Managing Partner & Chief  
Administrative Officer



**Mike Becht**

PURE Radio Host with 29  
years in Christian  
broadcasting



**David Smith**

Facilities and Engineering  
Manager, Owner Kentuckiana  
Broadcast Group and former WFIA  
Programmer Director



**Fred North**

Promo Imaging/client creative  
services with 30 years of broadcasting  
experience and former Programmer  
Director at WFIA



**Ryan Dietrich**

I.T. Director with 10 years  
experience in information  
technology