

Holy Family Radio

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May 16, 2024
St. Simon Stock, 13th Century Carmelite
(Recipient of the Brown Scapular)

Dear Friend of Holy Family Radio:

May 22, 1999, the equipment was installed, but not live tested. Tomorrow was Pentecost Sunday. Pat Cheatham, David Peppers and I decided that we would give the transmitter its live test tomorrow— Pentecost Sunday. Stan Kenney was on the phone; he lived in the east Germantown area. David remotely turned on the transmitter. I said, "This is St. Michael Radio on WLCR AM 1470, Shepherdsville, KY." Uncle Stan yelled, "I can hear it, I can hear you!" It was exciting, but without programming, we had a lot of work ahead.

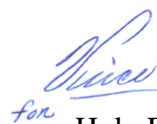
Twenty-five years ago this month, Holy Family Radio went on the air in the Louisville area. It is hard to believe that a quarter century has gone by, but of all the thoughts that come to mind, the one thought that stands out is the generosity and commitment of the people who made it possible. You see, it did not have to be so.

The Lay Catholic Broadcasters Network (LCBN) held its inaugural meeting in San Francisco, California in 1998. Fr. Joseph Fessio, S.J., Dr. Scott Hahn and twenty-five other people from around the country attended the conference (including your correspondent and an EWTN representative). Fr. Fessio announced a plan to create a for-profit Catholic radio network. Their plan was to buy top market radio stations and have Catholic businessmen buy advertising. They raised millions of dollars and purchased six top-market stations. By the time they were required to close on the 7th station, they were out of money. The 6 stations were behind on bills and the network was unable to close. The \$250K deposit was lost. They had counted on the wrong model.

Catholic businessmen are almost universally wonderful people. But they remain businessmen because they are prudent. They do not put major funding into advertising that motivates only a few sales. The advertising model misjudged the role of charity. Advertising has to work. Charity is on top of that. Yes, faithful Catholic businessmen care more about souls than they do about sales, but they have to advertise effectively. Charity doesn't. It seemed to me that the motive for supporting Catholic radio is the salvation of souls, not the increase of sales. The widow's mite is every bit as important to the Lord as a large, ineffective advertising contract. For 25 years, local Catholics like you have funded this Catholic radio station. No glitz, no glamour, just monthly letters and a few fundraising events have been enough for local Catholics to keep it on the air.

As you can easily figure out, several local businesses have significantly supported the station, but they have done it out of love of God's people, not because of the worldly return on investment. Likewise, there have been a number of people who have sent a few dollar bills each month. Most are in the middle. All of those have been blessings. The widow's mite has made us frugal; the larger support has given us consolation. Holy Family Radio is grateful for both. May God give us wisdom and clarity in these chaotic times and may we be the public witness God calls us to be. Thank you for 25 years! May God reward you for your perseverance!

Very truly yours,



for Holy Family Radio

Hear Holy Family Radio on WLCR AM 1040
Contributions are tax-deductible. Consult your tax advisor.