



*“What Child is this who laid to rest
on Mary’s lap is sleeping?*

*Whom Angels greet with anthems sweet,
while shepherds watch are keeping?”*

This Christmas carol asks both the singer and the listener the same question. Who is this newborn child announced by the angels and viewed by the shepherds? The answer to that question will shape the direction of our life: **“This, this is Christ the King, whom shepherds guard and Angels sing.”** The child is the God-man Jesus Christ, born of the Virgin Mary to redeem the world from sin by taking on our broken human nature in order to recreate it in God’s grace.

This message is not yet lost to our society, but it is fading quickly. It is sad to note that according to a 2017 survey, only 46% of respondents believed Christmas to be a religious Feast day. Could it be that these people do not know the answer to that question: “What child is this?” If you go to shopping malls and grocery stores or watch television shows, many people today associate Christmas with trees, laughing Santas, reindeer and elves. The cultural perception is that Christmas is about shiny things, lots of cookies and cakes and brightly wrapped presents.

Catholic Churches are still filled on Christmas Eve, but the impression of many is that the Mass is something we do BEFORE Christmas, rather than realizing that the Mass itself IS Christmas. We worship the Christ child because we know that he is our God and Savior. We hear the word of God and recall that God comes into history to make it holy and elevate it as a means to see the depth of God’s desire to restore us to himself. Finally, we have the grace to receive the Body and Blood of the Son of God.

That child who slept in his mother’s arms will give his life on the cross so that ***His Body and Blood will become the greatest Christmas Gift any human being can ever receive.***

What Child is this? Many of the people around us do not know how to answer that question. We Christians have the answer and Sacred Heart Radio is one of the instruments that God has graciously provided to spread that Good News. Through the airwaves and internet the message goes out every day that the child born on Christmas day is truly the Son of God. Sacred Heart Radio is a compass that points to Christ, so that all who do not know who this Child is can discover the grace of Jesus, the power of new life, and the simplicity of his Words. Sacred Heart Radio’s message directs all who listen to the Parish Church, the Nativity Scene and especially to the Tabernacle.

By your prayers and gifts, we can keep broadcasting this message through every means possible, so that all of us will make ***“Haste, to bring Him laud, the Babe, the Son of Mary”!***

--by Fr. Rob Jack

What child is this?

In a word: Jesus, the Word made flesh.



And, Jesus is who Sacred Heart Radio is talking about 24/7, 365 while constantly encouraging you to receive His flesh in Holy Communion to be even closer to Jesus than those peering into the manger. How we continue to do that... is a community effort. Christ’s message is very clear. But with so much misinformation dominating the airwaves, protecting the right to broadcast the words of Jesus must become the adopted mission of everyone listening to Sacred Heart Radio. The “value” of having a dependable media resource commenting on the issues with the unwavering clarity Christ would have --is incalculable.

In 2020, SHR’s three radio stations will go through another round of license renewal. Even though this administration isn’t hostile to religious freedom, the only way to ensure the Catholic perspective is thriving on 740 AM—910 AM and 89.5 FM, on sacredheartradio.com and our APP is to ACT now!

On the Feast of Our Lady of Guadalupe, Thursday December 12th, Sacred Heart Radio’s community of listeners will have the opportunity to make a financial pledge of support to keep the words of Jesus broadcasting uninterrupted for our 19th year! **Our one day goal is \$60,000.** We need you to call with your pledge of support AND to volunteer to answer the phone calls of many others that day. ***Sacred Heart Radio is brought to you by you. We look forward to hearing from you and everyone you’ve invited to listen.***

Sacred Heart Radio
Pledge Drive
12/12/19



Inside:
SHR Upgrade Update +
New Store + Ways to Give
and MORE!

SHR Upgrade - UPDATE



WHERE the new Sacred Heart Radio studios will be and WHEN construction will begin, are questions we are frequently asked. Of course, *where it will be* must be determined before we can begin installing any new equipment. Finding a space large enough to orient the studio

furniture for the new talk show room that will allow up to five people to join in the discussion (see pic) has been a challenge. Whenever we thought "this might work" there would be a load bearing wall in the way, or the safety of location would be questionable with Anna and Paul arriving in the wee hours of the morning.

And then there's the decision of whether to lease or buy. Leasing allows us to carve out a space in someone else's property, letting them take care of the upkeep. It also means improving their property on our dime, and then doubling our current rent. Buying allows us to invest in our own "home" and using what we would spend in rent every month on a mortgage payment.

From the viewpoint of "stewardship", buying seems to be a better alternative...if we could find the right location that doesn't need renovations of almost **TRIPLE** what we paid for it! Finally, after much pleading with the Lord to "show us the way", it became clear the only way to get the size of the space we need, at the price we can afford...is to build. But where? Commercially zoned land in the I-275 loop is very expensive. However, there is a half acre plot on Beechmont Avenue near St. Thomas More Church that could work **and** is at the right price. Maybe we'll buy it...

Chapter two of SHR Upgrade-UPDATE coming in the Easter Newsletter. Stay tuned!

NEW SWAG for the Sacred Heart Radio listener on your Christmas list!



Go to sacredheartradio.com and click STORE.



89.5 FM: TRY IT!

If you haven't tried listening to Sacred Heart Radio on 89.5 FM, especially early in the morning when there is more interference on our AM stations, you may be surprised how well the FM comes in where you live.

When we bought 89.5 it was to "fill in" where 740 AM was restricted from reaching, but since we increased the power of 89.5 several years ago, you can hear our FM in more places than just the Tri-County area.

You may hear other stations that share 89.5 "fence posting" in and out while listening, but getting a little relief from hearing the "oldies" underneath Matt and Annie is welcome, until your commute brings you closer to downtown where 740 is stronger.

The FM has been picked up as far away as New Richmond and Batavia, but comes in like a freight train in Blue Ash and other locations nearer to Fairfield and Hamilton. So TRY 89.5 FM in January and July or use **BLUETOOTH** to stream us from your phone to your car radio through the Sacred Heart Radio APP!

Tell others to TRY IT too. Thanks for listening to Sacred Heart Radio on 740AM—910AM—**89.5 FM**, online, our APP and by asking Alexa to "play Sacred Heart Radio from Tune In".

amazon

When Christmas shopping at Amazon.com, be sure to go to sacredheartradio.com and click on our Amazon link first!

When you do that, Sacred Heart Radio gets a percentage of the purchase price, without you spending anything extra. It's a way to GET and GIVE at the same time!

It's also true when buying Mystic Monk Coffee, by clicking on their logo at sacredheartradio.com



New Ways to Give to Sacred Heart Radio

Stock Gifts

Your tax benefits from a donation of stock can be increased due to the fact that you will avoid paying taxes on any gain in the value of the stock.

IRA

If you are 70 1/2 or older and have to take a required minimum distribution from your IRA, you can make a gift directly to Sacred Heart Radio (up to \$100,000) and it reduces your ordinary income.

Matching Gifts

Check to see if your employer has a Matching Gifts program that could double your donation to SHR.

Donor Advised Fund

A donor-advised fund is like a charitable investment account, for the sole purpose of supporting charitable organizations you care about, like SHR!

Bill Payer

Setting up a gift using your bank's Bill Pay service is an easy and a convenient way to set up a monthly donation. It only takes a few minutes and it saves you postage.

We're not giving any financial advice here, so please check with your financial advisor about these and other ways to give.

For ALL the ways to support the mission of SHR, please visit sacredheartradio.com and click SUPPORT. **THANK YOU!**

the Angel's List of SHR UNDERWRITERS

SHR has always been brought to you by YOU!

Your donations have sustained this radio ministry for 19 years—thank you! When we decided to begin accepting underwriting, it was meant to supplement and fill in the 'gaps' when donations traditionally slow down (Summer, After Christmas/First of the Year, etc.)

However, with 3 Radio Stations to operate, more than five hours of locally produced programming including the Son Rise Morning Show, Driving Home the Faith, and more—we now rely on underwriters for about 50% of our income! So when we say that it takes \$70 in donations per hour to keep SHR on the air, it also takes **another \$70** per hour in underwriting income.

So if you own a business, know someone who owns a business, or if your employer that would be a good match for Sacred Heart Radio,

please contact me and I will make sure I speak to them about the benefits and value of Underwriting Advertising.

Sacred Heart Radio has a vast listening area from Dry Ridge to Dayton that reaches hundreds of thousands of engaged and loyal listeners. These listeners need and do everything everybody else does, **and** happen to be the "perfect target consumer demographic".

Or in other words: people with money to buy stuff.

Find out more about underwriting Sacred Heart Radio by emailing Leah@sacredheartradio.com

**THANK YOU
TO OUR
NEWEST
UNDERWRITERS!**



Everything Is Possible!

While Ryan Lopez was filling in for Anna Mitchell, he asked, "Do we have Columbus day off?" After the laughter died down, the fact that Sacred Heart Radio never takes a second off—even on weekends and holidays—was sighted in sharp contrast to the way other businesses operate.

And speaking of contrasts...did you know that some of the most popular secular morning radio shows have as many as **25 employees** working, digging up content, writing jokes and producing audio skits for their syndicated programs?

If you've heard some of these shows, you know that none of them even comes close to the depth of content Anna Mitchell and Matt Swaim must prepare to present each day on the Son Rise Morning Show. Making all the pieces come together while packing away the facts necessary to pull off an interview with some of the most impressive "thinkers" of our faith can seem daunting, but **sounds** easy in the capable

hands of faithful Catholics and radio pros like Anna and Matt. Proving that, with God, **everything** is possible. ☺

And even more importantly: While many of these secular shows are committed to keeping their listeners' minds in the gutter, we are committed to helping them ascend in to heaven!

Although other Catholic stations may produce an hour or two of programming every week, Sacred Heart Radio is truly blessed to be able to help start your day a better way with three hours of the **Son Rise Morning Show**, and end your day with two hours of **Driving Home the Faith**, hosted by Fr Rob Jack with Gail Finke producing. Neither of these programs would be possible without Paul Lachman pulling a split shift to run the controls for both.

We don't tell you this to brag, but to emphasize our commitment to using the medium of broadcasting to make

God available **everywhere** so as to penetrate every day of our lives.

As SHR enters our 19th year, our assurance of being good steward of the funds you provide, will allow us to deliver to our listeners authentically Catholic programming, both local and nationally, 24/7 on-air—online—on the SHR APP and through our SoundCloud.

Compared to the huge budgets secular morning shows spend...we stretch every cent as far as we can— even if that means working split shifts to provide content that is not only different, but makes a difference in this world...and the next. As always, **thank you** for adopting and protecting the mission of broadcasting the Good News of Jesus Christ with your daily prayers and financial gifts this Advent and Christmas season and throughout 2020.

Wishing you a Blessed Christmas and a Happy New Year!



Bill Smith



SACRED HEART RADIO 740 AM 89.5 FM 910 AM

Program Schedule · Winter 2019

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ET	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY					
12:00am	Scripture & Tradition	Take 2 with Jerry & Debbie (Encore)					EWTN Live (Encore)					
12:30am												
1:00am	The Journey Home (Encore)	Best of The Journey Home					Mother Angelica Live Classics					
1:30am												
2:00am	Mother Angelica Live Classics						The Wisdom of Fr. Groeschel					
2:30am							EWTN Bookmark					
3:00am	The Great Adventure	Women of Grace with Johnnette Benkovic Williams (Encore)					Celtic Connections					
3:30am												
4:00am	The World Over (Encore)	Fathers Know Best					The World Over (Encore)					
4:30am												
5:00am	The Catholic Café	Chaplet of Divine Mercy/ Fire on the Earth					Vatican Insider					
5:30am	Rosary for Vocations with Archbishop Schnurr											
6:00am	Vatican Insider						Scripture & Tradition					
6:30am	Divine Intimacy Radio						The Best of Son Rise Morning Show					
7:00am	Dare Great Things w/ Fr. Nathan Cromly											
7:30am	Good News Today w/ Fr. Jim Willig						Daily Mass					
8:00am	Sunday Mass from EWTN Chapel (Live) & Stories from the Heart											
8:30am												
9:00am	Catholic Connection with Teresa Tomeo (Live)	Mast Appeal with Coleen Kelly Mast (Live)										
9:30am			Good News Today w/ Fr. Jim Willig									
10:00am	EWTN Pro-Life Weekly	Daily Bread w/ Fr. Al Lauer Chaplet of Divine Mercy / Rosary for Vocations										
10:30am	Word on Fire											
11:00am	Register Radio	Christ is the Answer w/ Fr. John Riccardo					Doctor, Doctor					
11:30am	Light of the East											
12:00pm	Fr. Spitzer's Universe	Daily Mass from St. Gertrude in Madeira or EWTN Chapel					The Best of Take 2 with Jerry & Debbie					
12:30pm												
1:00pm	Scripture & Tradition	The Doctor Is In (Live)					The Church Alive!					
1:30pm												
2:00pm	The Best of Called to Communion	Called to Communion with Dr. David Anders (Live)					The Good Fight with Barbara McGuigan (Live)					
2:30pm												
3:00pm	The World Over (Encore)	EWTN Open Line (Live)										
3:30pm												
4:00pm	Word on Fire						The Catholic Café					
4:30pm	Blessed 2 Play						EWTN Bookmark					
5:00pm	Journey Home (Encore)						Catholic Answers Live (Live)					Vocation Boom Radio (Live)
5:30pm												
6:00pm	The Best of Catholic Answers Live						The Bear Woznick Adventure					
6:30pm							Register Radio					
7:00pm							Blessed 2 Play					
7:30pm												
8:00pm	The Wisdom of Fr. Groeschel	The Journey Home	Mother Angelica Live Classics	EWTN LIVE (Live)	The World Over (Live)	Fr. Spitzer's Universe	Encounter					
8:30pm	EWTN Pro-Life Weekly											
9:00pm	Where God Weeps	EWTN News Nightly					Vatican Insider					
9:30pm	The Rosary is a Place with Fr. Benedict Groeschel and Simonetta											
10:00pm	EWTN Live (Encore)	EWTN Open Line (Encore)					The World Over (Encore)					
10:30pm												
11:00pm	Divine Intimacy Radio	Called to Communion with Dr. David Anders (Encore)					Fr. Spitzer's Universe					
11:30pm	Family Theater Classic Radio											