



# SACRED HEART RADIO

740 AM 89.5 FM 910 AM

Volume 20, Issue 3



## THE IMMACULATE CONCEPTION

When the Archangel Gabriel announced to the Virgin Mary that she was to become the Mother of God, he called her, "full of grace." This title is unique to the Virgin Mary. We believe that Mary was preserved from the state of Original Sin from the moment of her conception in the womb of her mother Anne. Mary was given this special gift from God because she was predestined to be the Mother of God. This doctrine expresses that Mary was united to God spiritually throughout her whole life. There was never a time that God's grace was not present within her.

**When we reflect on God's plan to save the human race, there are two words that stand out: AMAZING GRACE!** God created Mary to be the woman who would give our Savior a human nature. He filled her with such love, freedom, and beauty that when it was announced to her, she responded, "Let it be done to me according to your word."

The prevenient Amazing Grace of the Immaculate Conception bestowed upon Mary is a foreshadowing of the sanctifying grace

bestowed on all people by the Sacrament of Baptism. **The divine grace that is present in all those who love the Lord and follow his ways opens the door for us to accomplish great things for God and for each other.**

Twenty years ago, on January 1, 2001, it was God's amazing grace that turned on the power of Sacred Heart Radio, allowing His prophetic message to be broadcast and to confirm that the Catholic Church is the means to share his love and grace through Her words and Sacraments. **Over these twenty years, the Virgin Mary has taught us to listen to her Son and follow her example of faith.** We have not always been perfect, but we have always strived to be faithful.

We now begin an exciting new era in our new studios – during difficult and anxious times. Like Mary, the Immaculate Conception, we trust in the Lord. We beg her intercession and the Guidance of the Holy Spirit that we will continue to receive God's amazing grace with faithful hearts and spread the life of Jesus Christ our Savior and our God through Sacred Heart Catholic Radio.

—by Fr. Rob Jack



## The Advent Pledge Drive—Protecting the TRUTH!

**When the phone rings and it's the Federal Communications Commission on the line ...you take the call.**

Why the call? They had a report that **740 AM had been heard in Maryland** and were checking to see if we were reducing power at sunset until sunrise...or about halfway through the **Son Rise Morning Show**.

We do reduce power at night to protect a 50,000 watt station in Toronto, Canada known as AM 740. As I assured the agent that we were changing power at sunset, I also joked how the switch immediately changed our programming from Catholic Talk to **playin' the oldies!** But the purpose of the call was clear: We're being monitored, and they're not above taking severe action if we don't strictly follow the rules.

I share this not to scare you but to demonstrate what diabolical plans could be in the works for small operators, like SHR, that are fearlessly committed to broadcasting the

**TRUTH** about everything occurring at home and in the world...and to inspire you to do something about it, NOW!

**What you can do** to protect your access to the Truth-- is to make a pledge to financially support Sacred Heart Catholic Radio during our Advent Pledge Drive.

For nearly 20 years our listeners have pooled their resources to present the Catholic viewpoint in answer to the secular media spin, resulting now in SEVEN HOURS of local programming every weekday. These programs include the Son Rise Morning Show, heard both locally and nationally, and Driving Home the Faith, hosted by Fr Rob Jack. And together we lift our voices in prayer with Mass from St. Gertrude in Madeira and the Devotional Hour, featuring the Vocation Rosary and Fr Al Lauer--all on multiple media platforms including Sacred Heart Radio's three local radio stations. And because of your gifts over the years, we've just built new state-of-the-art

broadcast studios to further enhance the quality of your listening experience.

So if providing a reliable source of TRUTH in the media is more important to you than ever before -- we look forward to hearing from you on Tuesday, December 8th, on the Feast of the Immaculate Conception when together we will raise **\$74,000 in one day**, adding another episode to the many tiny miracles that have blessed this radio ministry because of your participation... **AND** to officially begin celebrating our 20th anniversary!

If you're available to answer phones that day--at the NEW STUDIOS please call 513-731-7740 or visit [sacredheartradio.com](http://sacredheartradio.com) and click on VOLUNTEER!

INSIDE:

**New Studios +  
Sacred Heart Radio Swag +  
20 Years of Memories +  
New Program Schedule & MORE!**



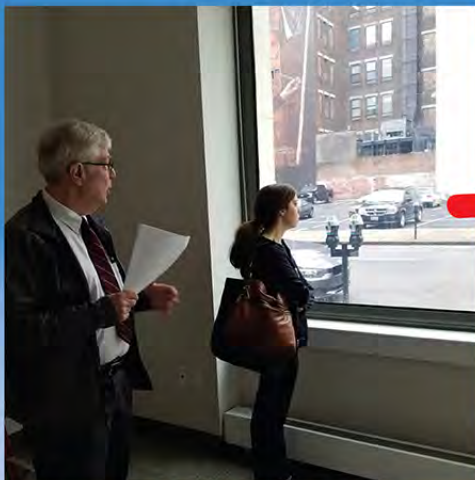
# Rejoice!

After all we've been through in 2020, if you've been looking for some GOOD NEWS--here it is!

It's time to start celebrating Sacred Heart Radio's 20th Anniversary! And what better place to hold the festivities than in our new state-of-the-art studios downtown.



*Signing the lease.*



*Touring the space, lease in hand.*



*There is SHR's front door.*



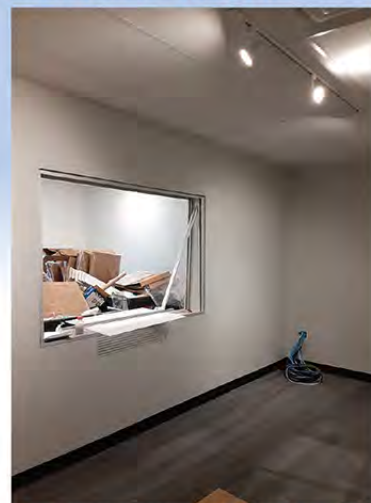
*Demolition in progress.*



*Studs for the studio.*



*Drywall is installed.*



*Ceiling, carpet and lights in!*

In our last newsletter, we told you about the meandering path we took to get here, but now that we've landed, it's time to recognize those who got us here. Of course, none of this would have been possible if it wasn't for your consistent support over the years, allowing us to stash away a few dollars at a time in preparation for this day. Notable, too, is that there was never a word of discouragement or concern as to whether this was the right time to do it--**a testament to the greater good** that was emerging--even during a global pandemic. So, THANK YOU for the funds, the encouragement, and especially for the prayers that allowed **your heart** to be joined with His Sacred Heart in envisioning

what God's plan would be to launch SHR into our next 20 years!

We are very grateful to Archbishop Dennis Schnurr and all at the Archdiocese for their assistance in the planning process. Special thanks to Nick Keyes from Cushman and Wakefield (an Elder grad) for his guidance and bringing all the different trades together to ensure competitive pricing and so much more. Hats off to Justin Gentry, the project manager from Hudawn Construction for overseeing every aspect of the build, keeping everyone on track and on budget. And without the skills of the many subcontractors, and especially the technical expertise of our engineer, Jim Gray, who supervised every aspect of

the studio design and broadcast equipment installation, none of this would have been possible.

With planning already underway for an OPEN HOUSE in the spring, let us come together now on the Solemnity of the Immaculate Conception to thank God for His plan for our salvation, officially beginning with Mary's "yes". And as a new chapter in SHR's history begins... let us consecrate ourselves to the Sacred Heart of Jesus and the Immaculate Heart of Mary, knowing that what God has accomplished through the many who have participated in this radio ministry over the last 20 years...

***We ain't heard nothing yet!***

Archbishop Pilarczyk welcomes SHR on air  
Purchase of WNOP is finalized  
SHR's first Conference w/ Matthew Kelly

**2001**

SHR moves into New Studios at  
Our Lady of the Holy Spirit Center  
SHR Begins Producing Local Programs

**2002**

Power Increase Study  
Daytime Power Increase  
Billboard Campaign

**2003-2005**

Fifth Anniversary Conference  
Tower Repair

**2006**

Son Rise Morning Show Premi  
Elder Football Games on SHR

**2007**



# Celebrating 20 Years!

## SACRED HEART CATHOLIC RADIO



**Top Row, L to R:** Matt Kelly and Leah Levitt at the 2001 SHR Conference; Collin Raye performs at a concert for the 5th Anniversary for the Son Rise Morning Show; The 5th Anniversary Conference with Fr. John Corapi, Deacon Bill Mullaney and Fr. Don McCarthy; The 10th Anniversary Conference with Teresa Tomeo and Brian Patrick;  
**2nd Row:** Novices sing during Mass at St. Gertrude; President of the Board of SHR Fr. Stef Bankemper and Bill Levitt; Scott Hahn wearing his SRMS hat; Banquet in honor of the First Anniversary of the Son Rise Morning Show with keynote John Cardinal Foley; Fr. Benedict O'Cinnsealeigh at the Feast of the Sacred Heart Mass;  
**3rd Row:** Fr. Mitch Pacwa at SHR's 10th Anniversary Conference; Monsignor Eugene Morris with Raymond Cardinal Burke; Olivia and Beverly Hill greet attendees; Dr. Ray Guarendi visits the Sacred Heart Radio studios while he prepares for accepting the 2011 Humility Award  
**Bottom Row:** Bill Levitt works the microphone; Fr. Rob Jack and Gail Finke prepare for the 2018 debut of SHR's new afternoon show: Driving Home the Faith; Fr. Kyle Schnippel and Leah Levitt at the Advent Membership Drive; Raymond Cardinal Burke speaks at the 15th Anniversary Banquet for Sacred Heart Radio.

iers!	First Anniversary Banquet w Cardinal Foley Climb to Calvary Conference	SHR wins auction for 89.5 FM 10th Anniversary Conference	Daily Mass from St. Gertrude 5th Anniversary of SRMS Concert with Collin Raye	89.5 FM Power Upgrade Matt Swaim and Anna Mitchell become co-hosts of SRMS	SHR acquires 910 AM Creation of the SHR A
	<b>2008-2009</b>	<b>2010-2011</b>	<b>2012</b>	<b>2013-2014</b>	<b>2015</b>





**Top Row, L to R:** Fr. Rob Jack on *Driving Home the Faith*; Anna Mitchell and Matt Swaim in the early days of *The Son Rise Morning Show*; Archbishop Dennis Schurr interviewed by Matt; Anna and husband Will stuffing newsletters;  
**2nd Row:** Bill Levitt and baby Madeline (who is now 18!); Archbishop Daniel Pilarczyk on air with Brian Patrick; A relic of Saint Pope John Paul II in the studio; Archbishop Pilarczyk visits with Matt;  
**3rd Row:** Fr. Benedict Groeschel and Leah Levitt SHR's first year; The original SHR Board of Directors, their spouses and SHR staff (of 3); Jacob Popcak and Anna Mitchell share a laugh during a parish visit;  
**4th Row:** Bishop Roger Foy records a prayer; Paul Lachman (the hardest working man in Catholic radio) with Anna, Cardinal Burke and Bill Levitt gather at the studios before SHR's 15th Anniversary Banquet.

## Dress up in Green Sleeves this Christmas ...or White, Black, Grey or Blue Sleeves!

Check out the Sacred Heart Radio Store by going to [sacredheartradio.com](http://sacredheartradio.com). There you'll find all the NEW Long Sleeve Tees and Sweat Shirts, perfect for those cool nights of Christmas Caroling!

The Sacred Heart Radio Store is also the place to find gifts for everyone on your Christmas list: travel mugs, coffee mugs, hat, totes and even air fresheners all with the logos of your favorite Catholic radio station!



15h Anniversary w/ Cardinal Burke  
SHR Golf Outing

NEW SHR Website  
*Driving Home the Faith* Premiers  
w/ Fr. Rob Jack

Fr. Stef Bankemper becomes president of SHR Board  
New Studio Build at Archdiocese of Cinti Building

Only God knows where 2021 will take us, but we're ready to follow wherever He leads us, confident that His grace will inspire you to join in this journey.

**2016-2017**

**2018**

**2019-2020**

**2021** 20th Anniversary!



With the end of the year in sight, please check with your financial advisor about several **WAYS TO GIVE to Sacred Heart Radio**.

With a record year in stock gains, **STOCK DONATIONS** could help you avoid paying taxes on any gain in the value of the stock. If an **IRA DISTRIBUTION** is required, you can make a gift directly to Sacred Heart Radio (up to \$100,000) to reduce your ordinary income. If your employer has a **MATCHING GIFTS PROGRAM**—that could double your donation to Sacred Heart Radio.

Opening a **DONOR ADVISED FUND** allows you to set aside funds for the sole purpose of supporting your favorite charitable organizations, like SHR.

And monthly donations are automatic by using your banks **BILL PAYER SERVICE**.

## Ways to Give to SHR

Due to the effect the pandemic had on donations to charitable organization, like Sacred Heart Radio, Congress passed the **CARES Act**, which allows a universal deduction for donations up to \$300 for those who no longer itemize their charitable giving.

For donors who itemize their deductions, the **CARES Act** has lifted these caps from 60% of your adjusted gross income to 100% for individuals and joint filers.

**GIVING BIG to SHR could theoretically mean ZERO Tax for 2020**

We're not giving any financial advice here, so please check with your financial advisor about these and other **WAYS TO GIVE** to support the mission of Sacred Heart Catholic Radio. **THANK YOU!**

## A Better Way to Start Your Day

The Son Rise Morning Show on your radio and Mystic Monk Coffee in your cup!

Every order of Mystic Monk Coffee through the Son Rise Morning Show website helps support our radio ministry.

Just click the Mystic Monk logo at [sonrisemorningshow.com](http://sonrisemorningshow.com)

And while you're there, pick up a SRMS Mug. A better way to stuff your stocking! Just \$10 in our online store.

*\* Matt's Super Jumbo Size Mug not available...yet.*



## theAngel's List

**96% of our listeners told us they are more inclined to use businesses that underwrite Sacred Heart Radio!**

If you own a business, please consider underwriting SHR. You will reach a substantial number of people who are eager to use a business that shares their Catholic values! SHR is the perfect place to boost your business in 2021.

**To find out more call Leah at 513-731-7740 or email [leah@sacredheartradio.com](mailto:leah@sacredheartradio.com)**



There are easy ways to give to Sacred Heart Radio when you buy from retailers that you normally shop from without spending a penny more—like Amazon.com.

Go to [sacredheartradio.com](http://sacredheartradio.com) and click the Amazon ad. **Then shop as you normally do!**

Before you shop at your local **Kroger** store, link your Kroger Plus Card to the Community Rewards Program. Just go to [sacredheartradio.com](http://sacredheartradio.com), click the Kroger Logo and use Sacred Heart Radio's code: NPO# HB758

Every purchase helps and the dollars can really add up!

**Thank you for your continued support of Sacred Heart Catholic Radio.**

## The Next Twenty Years--And Beyond!

Since you've asked--the total for construction and to equip the new studios came to roughly \$280,000. Yes, we spent a "little more" than hoped in order to **do it right**, but when divided over the last 18 years since our first studio build, you can see we've been as frugal as possible with your gifts in our **FIRST** 20 years!

You may remember that the funds to acquire 89.5 FM came from a number of pledges we accumulated prior to the auction for the station, and 910 AM was bought when we sold a Cell Tower that was included in the purchase 740 AM. Several other notable big ticket items and improvements, like the two technical studios to increase the power of 740 AM

and 89.5 FM, and to install new guy wires on 740's three towers were taken from the proceeds collected from several conferences we've held over the years.

Underwriting revenue helped to pay the salaries of the staff we added to begin producing the **Son Rise Morning Show** and later **Driving Home the Faith**, so as to create the best programs available to enrich your spiritual growth and enhance the quality of your listening experience.

Now, unlike the special funds raised in the past, the funds for the new studios came from the dollars we have saved over two decades in case we ever had a shortfall in collections and needed it to keep operating. Thanks to your faithful contributions over all these years, it was never spent, until now.

Where am I going with this history lesson? Well, by helping us to reach our **\$74,000 goal during our December 8th Pledge Drive**--it will not only help refill the coffers, but assure a firm foundation to launch the **NEXT** twenty years of Sacred Heart Catholic Radio--in new studios with state-of-the-art equipment! Thank you, Jesus.



So, I look forward to talking with you, and everyone you've asked to listen-- during Sacred Heart Radio's **Advent Pledge Drive** on the Solemnity of the Immaculate Conception of the Blessed Virgin Mary!

**Have a blessed Christmas and prosperous New Year.**

*Bill Smith*





ET	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
12:00am	EWTN Live (Encore)	Fathers of Mercy Hour	Take 2 with Jerry & Debbie (Encore)				
12:30am							
1:00am	The Journey Home (Encore)	Best of The Journey Home					The Wisdom of Fr. Groeschel
1:30am							EWTN Bookmark
2:00am	Mother Angelica Live Classics						
2:30am							
3:00am	Scripture & Tradition	The Great Adventure	Women of Grace with Johnnette Benkovic Williams (Encore)				
3:30am							
4:00am	Fathers of Mercy Hour	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						
7:00am	Dare Great Things w/ Fr. Nathan Cromly						
7:30am	Good News Today w/ Fr. Jim Willig						
8:00am	Sunday Mass from EWTN Chapel (Live) & Stories from the Heart						
8:30am							
9:00am							
9:30am	Good News Today w/ Fr. Jim Willig						
10:00am	EWTN Pro-Life Weekly						
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					Women Made New
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						
5:00pm	Journey Home (Encore)						
5:30pm							
6:00pm	The Best of Catholic Answers Live	Catholic Answers Live (Live)					The Bear Woznick Adventure
6:30pm							
7:00pm							
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	Beyond Damascus
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						