

# PURERADIO

Coachella Valley



AM1200  
PURERADIO  
FM100.9  
*Teach. Talk. Jesus!*

# Who We Are



With Tom's 20+ years of experience in radio management, we saw a need to deliver Christian media to the growing Valley and have developed a line-up of today's best Bible teachers to fill that need!

**Tom and Desire Hoyt**

## Mission

To deliver the Gospel of Jesus Christ through radio

## Vision

To build a network of Christian teaching and talk radio stations in underserved markets



# 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.



# Values

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

We believe that we Christians 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 a 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**



**Ages 25-54**



**Ages 35-64**



**62%**  
**married**

**31%**

A black silhouette of a person's head and shoulders, wearing headphones, with signal waves on either side.

**Listen to**  
**Christian**  
**talk/teaching for**  
**5+ Hours Each Week**

Source: Salem/Nielsen/Edison Study 2014



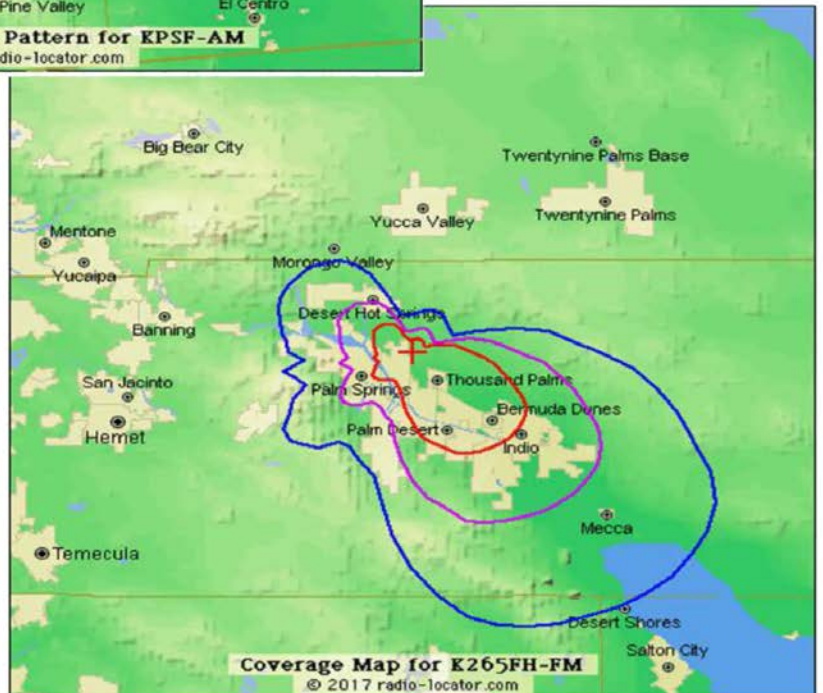
# Coverage Map

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



AM 1200

FM 100.9



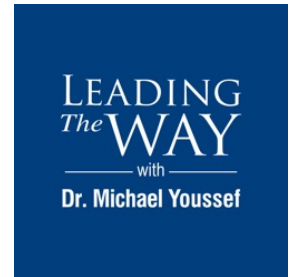
# Christian Teaching & Talk

<u>TIME</u>	<u>WEEKDAY LINE-UP</u>
6:00 AM	Thru the Bible w/ J. Vernon McGee
6:30 AM	Insight for Living w/ Chuck Swindoll
7:00 AM	The Living Word
7:30 AM	Truth for Life w/ Allistair Begg
8:00 AM	Living on the Edge w/ Chip Ingram
8:30 AM	Turning Point w/ Dr. David Jeremiah
9:00 AM	The Urban Alternative w/ Tony Evans
9:30 AM	Focus on the Family
10:00 AM	New Life Live
10:30 AM	New Life Live
11:00 AM	A New Beginning w/ Greg Laurie
11:30 AM	Leading the Way w/ Dr. Michael Youssef
12:00 NOON	The Eric Metaxas Show
12:30 PM	The Eric Metaxas Show
1:00 PM	The Eric Metaxas Show
1:30 PM	The Eric Metaxas Show
2:00 PM	Southwest Christian Church
2:30 PM	Victory Christian Center
3:00 PM	Church 212
3:30 PM	Destiny Church
4:00 PM	The Rock Church
4:30 PM	JPL
5:00 PM	Champions Life Church
5:30 PM	Community Link w/ Cheryl Ann Silich
6:00 PM	Northgate Community

6:30pm-6:00am repeats the daily line up



# Christian Teaching & Talk



## TRUTHFORLIFE®

THE BIBLE-TEACHING MINISTRY OF ALISTAIR BEGG



Helping Families Thrive

