



MINISTRY IMPACT

REPORT



JIE MEDIA
88.5 WJIE
WFIA
THE SOUND 105.5 / 94.7

WWW.JIEMEDIA.ORG.COM

2025

WE ARE YOU

03

introduction

04

WHAT WE BELIEVE

OUR DECLARATIONS

THE IMPACT

05

there are some big things

08

HOW WE GREW TOGETHER

BY THE NUMBERS

VISION 2026

10

whats next?

WE ARE YOU



INTRODUCTION

At JIE Media through 88.5 WJIE, The Sound 105.5 / 94.7, and WFIA we don't just broadcast; we belong. Every song, every prayer, every story we share comes from the same heart that beats in our listeners. We are a reflection of the communities we serve, walking together through moments of worship, joy, challenge, and hope. Our mission isn't about radio, it's about relationship. Because when we say we are you, we mean we're part of the same family of faith, lifting the name of Jesus, standing with our neighbors, and using media to reach hearts and change lives across Kentuckiana and beyond.

OUR DECLARATIONS

We Are You.

- Every song, every prayer, and every broadcast comes from the same heart that beats in our listeners. We don't just speak to the community, we are the community, standing together in faith, hope, and love.

Media with a Mission.

- Behind every frequency, every stream, and every story is a single purpose, to share the Gospel and meet people right where they are. Whether through music, teaching, or prayer, we use media to change lives and point people to Jesus.

Spontaneous Generosity.

- We believe that when God moves hearts, generosity follows. Every act of giving, every prayer, and every volunteer moment fuels ministry that reaches across Kentuckiana and beyond, proving that small acts of faith can create eternal impact.



THE IMPACT

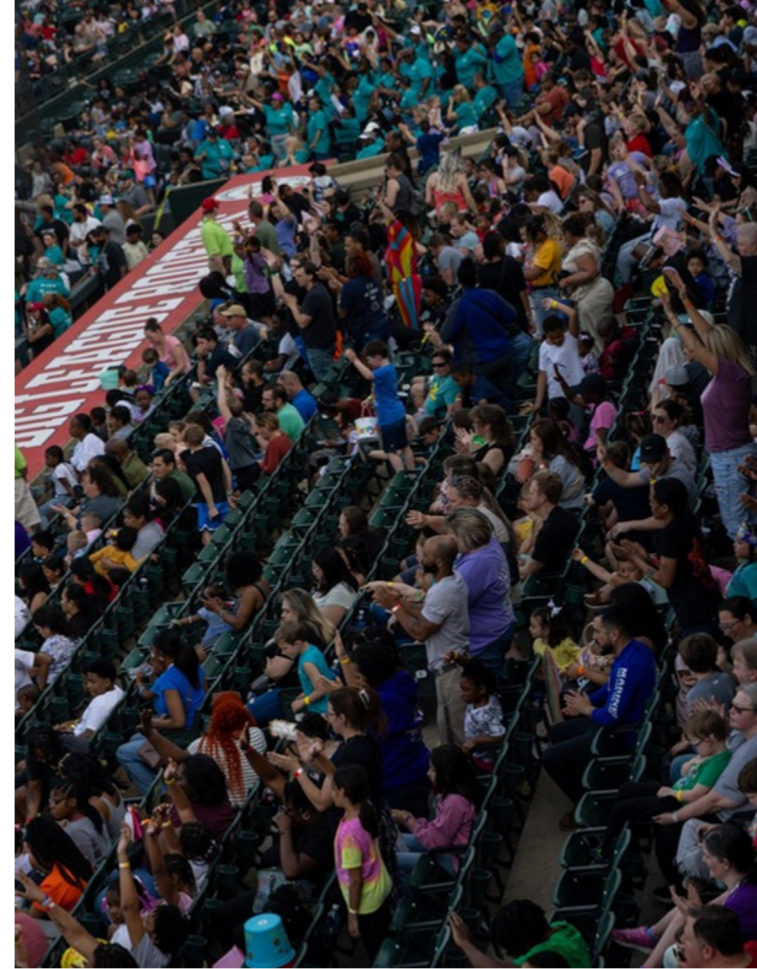
2025 DAY OF PRAYER

A Year of Prayer and Connection

In 2025, JIE Media united our listeners for five powerful Days of Prayer moments that reminded us we are truly one body in Christ. Across 88.5 WJIE, The Sound 105.5 / 94.7, and WFIA, thousands joined together to believe, worship, and intercede for one another.

- **12,000 +** texts for prayer poured in from listeners across Kentuckiana and beyond.
- **45,000 +** emails shared stories of faith, hope, and answered prayer.
- **8,000 +** posts were shared on our Interactive Prayer Wall, connecting believers in real time.
- **2,500 +** personal phone calls allowed our team to pray directly with listeners in need.

Each number represents a life touched, a moment of faith, and a testimony in motion. These were not just statistics, they were stories of connection, proving that when God's people unite in prayer, hearts are healed, families are restored, and hope rises again. Because at JIE Media, we are you, praying, believing, and standing together for miracles in our community.



TESTIMONIES

- **From Text:** "I sent a prayer request for my son who had walked away from God. Two weeks later, he called me saying he'd given his life back to Christ after hearing a song on WJIE. Thank you for praying with me." — Lisa
- **From Email:** "I was driving home, feeling hopeless after losing my job. Then I heard a message on WFIA that reminded me God still has a plan. I pulled over and wept. That night, I sent an email asking for prayer, and someone actually called me back. I've never felt more seen." — Michael
- **From the Prayer Wall:** "I posted asking for healing from anxiety. Within an hour, over 30 people had prayed for me. The next day, I woke up with peace I hadn't felt in years. This community is a lifeline." — Angela



OUR IMPACT PARTNER SPOTLIGHT



Feeding Hope Through Every Storm

This year, JIE Media partnered once again with The Lord's Kitchen to bring hope and help to our city when it was needed most. From tornado and flood relief to providing food boxes for families in crisis, and most recently responding to the UPS disaster in Louisville, our listeners stepped up with extraordinary compassion. Together, through on-air appeals, prayer drives, and spontaneous generosity, our audience helped raise over **34% more support** this year alone for this vital ministry partner. Every dollar and every meal has made a tangible difference for people who are hurting, providing:

- **Disaster response and emergency food distribution**
- **Meals and housing for veterans**
- **Support for families rebuilding after loss**
- **Programs for recovery from drug and alcohol addiction**

Through every broadcast and every prayer, we've seen the power of partnership in action. When we join hearts with The Lord's Kitchen, we don't just feed bodies, we feed hope, faith, and the love of Christ in our city.

To learn more or get involved, visit **TheLordsKitchen.com**

EASTER OVER LOUISVILLE
SWEETHEART DINNER
YUM CENTER AND CHURCH CONCERTS
KENTUCKY STATE FAIR
LIVE CHURCH AND MINISTRY EVENTS



LIVE ENGAGEMENTS UP 18%



2025 was a breakthrough year for JIE Media, marked by innovation, creativity, and measurable growth across every platform. Together, through 88.5 WJIE, The Sound 105.5 / 94.7, and WFIA, we continued to expand our mission of sharing hope and building faith through media that matters.

- **Digital Expansion – 42% Growth**

We added two new digital channels to the JIE Media App, expanding our reach to thousands of new listeners and offering more ways to experience worship, teaching, and encouragement wherever people are.

- **Prayer Programming – 27% Increase in Listener Engagement**

The launch of Prayer Radio on The Sound, airing three times daily Monday through Friday, created new touchpoints for prayer and reflection, helping our audience start and end each day focused on God’s promises.

- **Original Ministry Content – 35% Increase in Downloads and Streams**

Our live Christmas radio drama, A Christmas Carol, became one of our most-loved special productions, reaching over 6,000 downloads and 23,000 streams during the 2024 season, a creative milestone that blended faith, storytelling, and timeless truth.

- **Seasonal Promotions – 18% Growth in Participation**

Special initiatives like Christmas in July and the Easter Day of Prayer brought new energy to our listener community, encouraging spontaneous generosity and participation across all our stations and digital platforms.

BY THE NUMBERS



NEXT.....

As we move into 2026, JIE Media is focused on deepening connection, expanding ministry reach, and equipping listeners to live out their faith daily. Together, through 88.5 WJIE, The Sound 105.5 / 94.7, WFIA, and the JIE Media App we're believing for even greater impact across Kentuckiana and beyond.

Our Goals for 2026

- **Expand Digital Reach by 25%**

Add two new digital channels and continue developing online programming to meet listeners wherever they are in the car, at home, or across the world.

- **Launch "Moments of Hope" Prayer Network**

Build a listener-led prayer network through text, app, and on-air devotionals to connect **20,000** people in ongoing prayer and encouragement throughout the year.

- **Increase Monthly Support by 20%**

Strengthen our foundation of faithful givers to sustain ministry growth, fund local outreach, and keep Christian radio strong for future generations.

- **Grow Local Ministry Partnerships by 30%**

Continue supporting organizations like The Lord's Kitchen and expand partnerships to include new ministries focused on mental health, youth outreach, and recovery.

- **Produce NEW Original Broadcast Specials**

Create new live radio dramas and holiday experiences that blend storytelling, worship, and community impact following the success of A Christmas Carol.

- **Double App Engagement**

Enhance the JIE Media App with exclusive devotionals, live prayer moments, and listener testimonies, aiming to reach **10,000+** active weekly users.



VISION 2026

Real Hope. Real People. Real Stories.

Announcing Our Vision for 2026

"Real Hope. Real People. Real Stories"

As we step into 2026, JIE Media is moving forward with one clear vision to share Real Hope with Real People through Real Stories. In a world searching for truth, we believe hope still has a name, Jesus. Every day on 88.5 WJIE, The Sound 105.5 / 94.7, and WFIA, we're telling stories that remind people they're not alone, that God still restores, heals, and transforms lives. Next year, we'll expand our reach with new digital channels, more prayer-centered programming, and powerful local partnerships that bring ministry beyond the airwaves.

Together, we'll continue to see lives changed as hearts across Kentuckiana encounter the real and living hope found only in Christ. **"May the God of hope fill you with all joy and peace as you trust in Him, so that you may overflow with hope by the power of the Holy Spirit." Romans 15:13 (NIV)**

Because at JIE Media, we're not just telling stories, we're helping people live them.



I JUST WANT TO SAY THANK YOU, FROM THE BOTTOM OF MY HEART, FOR STANDING WITH US THIS YEAR. BECAUSE OF YOUR PRAYERS, YOUR GENEROSITY, AND YOUR FAITH, LIVES WERE CHANGED, FAMILIES WERE ENCOURAGED, AND THE NAME OF JESUS WAS LIFTED HIGH ACROSS OUR CITY. EVERY STORY WE'VE SHARED, EVERY PERSON WE'VE PRAYED WITH, AND EVERY BROADCAST WE'VE SENT OUT IS POSSIBLE BECAUSE OF YOU. TOGETHER, WE'RE MORE THAN A RADIO MINISTRY, WE'RE A FAMILY OF BELIEVERS CARRYING REAL HOPE TO A WORLD THAT NEEDS IT.

AS WE LOOK AHEAD TO 2026 AND OUR THEME "REAL HOPE. REAL PEOPLE. REAL STORIES.", I BELIEVE OUR GREATEST DAYS OF MINISTRY ARE STILL AHEAD. THANK YOU FOR BEING PART OF THE STORY GOD IS WRITING THROUGH JIE MEDIA.

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THANK YOU

2025



JIE Media Site



JIE Media APP