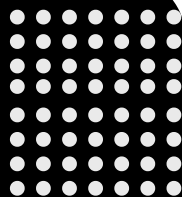










HOLY CULTURE
TELEVISION



2024 Impact Report: Empowering People To Reach Their Potential



2024 was the year of intentionality for Holy Culture. We prayed for guidance and direction and were able to see significant gains as a result of our concerted efforts. Through our various channels, we were able to do the following:

-  Reached millions of Sirius XM listeners, hosted 283,000 app listeners, reached 1.5 million through social media, and featured 1,700 artists on Holy Culture Radio. Throughout, many shared their testimonies of station impact, as well as their prayer requests.
-  Uplifted and educated 148,000 website visitors with our Faith, Arts, Vocation, and Education (FAVE) content.
-  Launched a compelling Giving Tuesday Campaign with the help of over 30 artists, which resulted in a growth in donations of 63%.
-  We established a partnership with GLU TV, allowing us to launch Holy Culture TV in the first quarter of 2025.
-  We received four distinguished awards:
 - Induction into the GHH/CHH Hall of Fame
 - 2024 Spin Awards Medium Market Station of the Year
 - 2024 Kingdom Choice Awards Media Outlet of the Year
 - 2024 FlavorFest Impact Award
-  We released 30+ songs on Holy Culture Records.



This year's accomplishments could not have been done without the amazing work of our DJs, hosts, and staff- thank you for all you do. We'd also like to thank the artist community, listeners, watcher and fans as well as the Advisory Board for their support, your support means the world to us.