



pcm

ANNUAL REPORT

2022-2023



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MISSION STATEMENT

To communicate the Gospel of Jesus Christ through media and music.

VISION STATEMENT

To encourage Christians, evangelize non-Christians and minister to ministries.



A NOTE FROM **Bob Lubell**

Twenty-eight years ago, God gave me a vision to reach people with the gospel through media. Music plays such an important role in the lives of millions of youth and adults that the decision to make J103 a music station was an easy choice in 1995. Today, God has grown Partners for Christian Media (PCM) to include Jfest, our Christian music festival and two digital ministries: ComeOnLetsGo and JRadio.

As the music and media landscape change, we are adapting to make sure we are reaching people wherever they are with the Good News. While our FM radio station still draws tens of thousands of faithful listeners, we know that more people are listening to music through streaming services. Our streaming platform, JRadio, gives people a safe place to explore positive music of all genres while meeting the expectations they have when listening online.

Jfest features thousands of people enjoying a day of family fun, worship and an invitation from the stage to accept Jesus Christ as Lord and Savior.

ComeOnLetsGo reaches the lost and broken online with a message of hope and healing. We create and distribute personal-testimony videos to point people towards a relationship with Jesus Christ.

God has used the gifts of our generous partners to grow PCM from a radio station to a worldwide, multi-media organization. I am so grateful to our partners and to our great God who has allowed us to be a part of something that has produced so much fruit in countless lives. I can't wait to see what He will do next!



Bob Lubell, Founder and Board Chairman
Partners for Christian Media

A NOTE FROM **Justin Wade**



Justin Wade, President
Partners for Christian Media

As I reflect on what God has been doing through the ministry of PCM, I am filled with deep gratitude for the incredible work that He has accomplished through our dedicated staff, volunteers, and our corporate and individual partners. The blessings we have received at PCM have far exceeded our expectations, and through your support, we have been able to touch countless lives with the love of Jesus Christ.

Our ministry partners play a pivotal role in our growth and success, generously providing the resources that bring hope, encouragement, restoration and salvation to so many men, women and children. Your faithful giving has made a tangible impact, and we are continually inspired by the stories we received from our listeners, festival attendees,

and viewers sharing how Partners for Christian Media has transformed their lives. In this report, you will find a selection of these powerful stories, and I am delighted to share them with you. None of this would be possible without your generous support.

As we embark on our twenty-ninth year and beyond, I humbly request your prayers for our dedicated staff and for all of the individuals that God is using us to reach with the life-changing message of the gospel. We are filled with excitement and anticipation for what lies ahead for PCM.



Partners for Christian Media continues to grow and reach people for Christ using all forms of media.

J103 is in our 28th year of providing hope and encouragement over the airwaves to a four state listening area.

Jfest welcomed thousands of attendees from all denominations and walks of life, creating the Tennessee Valley's largest worship event. Many people made decisions for Christ at prayer stations throughout the festival.

ComeOnLetsGo has reached over 18 million overall views of our great God Stories since 2007. We have already reached (fill in number before we go to print) views so far in 2023.

JRadio shares the gospel with listeners who prefer to stream their music. We offer a place for the entire family to listen and discover new music from dozens of moods and genres.



Thanks to the support of our partners, J103 has touched countless lives through Christian music and continues to encourage Christians, evangelize non-Christians and support other ministries and churches. **Music is a powerful, emotional medium that can reach people right where they are.** In the past year we have received letters, emails, social media messages and had conversations with hundreds of listeners about the impact of J103 in their lives. **The music and content you support on J103 proclaims hope in Christ.**



In 2022/2023, J103 partnered with local ministries such as Choices Chattanooga and seven community food banks to provide baby care items for new and expectant parents and food for families in need.

During the 7th annual J103 Christmas Wish, we had the opportunity to bless several families including Sarah's family. Sarah needed extensive dental work in order to have a life-saving heart surgery and regain custody of her children. Thanks to our sponsors and generous partners, Sarah was able to get her dental work, heart surgery and spend Christmas with her children.



J103 Remote at Choices Chattanooga

Jfest

Jfest continues to be the largest and longest-running Christian festival in the Tennessee Valley. We were thrilled to be back at the Tennessee Riverpark for Jfest 2023. **It is truly amazing to see this event pull together people from many different churches, denominations and all walks of life to praise and worship together.**

This year, we expanded our prayer and counseling team to provide more opportunities for festival-goers to connect one-on-one with a volunteer to receive ministry for their specific needs. **Through our partnership with Chattanooga House of Prayer, we offered five prayer stations throughout the festival grounds where Jfest attendees could pray with a volunteer, rededicate their lives to the Lord or receive Christ for the first time.**

Among the 100 sponsors and exhibitors, twenty ministries were represented at Jfest. They used Jfest to further promote, recruit and build awareness of their ministries. Over 75 churches utilized our church group discount program to kick off their summer with a day of evangelism, fellowship and worship

As we look to next year's Jfest and beyond, we are excited to see how the Lord uses the support of our partners to grow this event. We hope to see you at Jfest 2024 on May 18th!





Need
Prayer?



ComeOnLetsGo reached over 3 million people with our incredible God stories in 2022. **During a five-week campaign leading up to Easter 2023, over 2.8 million people viewed powerful salvation stories.** People are searching for hope and ComeOnLetsGo meets them right where they are with the message of the hope of Jesus Christ.

ComeOnLetsGo films, produces and distributes people's God stories.

Through online advertising campaigns, we distribute these powerful stories across the nation to people who would not typically encounter the Gospel.

When someone watches one of our incredible God stories on YouTube, they have the opportunity to click on a "Find Peace - Chat Now" link. On this page, a viewer has the opportunity to connect immediately by phone or chat with a counselor. They can choose to watch a video that clearly explains the plan of salvation and leads them in a prayer to accept Christ. There is also a written version of the plan of salvation and an accompanying prayer. **During our four-week Easter campaign over 5,400 people clicked the "Find Peace - Chat Now" link!**

This year, we are on track to reach over 5 million people with the gospel who might not hear it otherwise!

Kelby's Story



Jeremy's Story



Heather's Story





Partners for Christian Media is reaching the world with Christian music. Since 1995, we have heard countless stories of lives changed through Christian music. As people change the way they listen to music, we want to provide this same life-changing message to those who listen through streaming platforms.

JRadio contains playlists featuring all genres of Christian music. While users stream rap, hip-hop, worship, rock, oldies, workout music or specific artists, they can know that the lyrics are not only safe, but have the power to change lives.

JRadio continuously adds new and original content including over 80 artist curated playlists from artists such as Matthew West, Steven Curtis Chapman, Crowder and Taya from Hillsong Worship.

You can listen to JRadio at JRadio.com or by downloading the JRadio app.



Becca, from our Digital Team, with Caleb & John

PARTNERS FOR CHRISTIAN MEDIA

Encourages Christians

PCM encourages Christians in their walk with the Lord and in their daily lives. The content delivered in our songs, concerts and videos conveys a message of hope, peace and purpose promised to every believer. As a result, hearts are strengthened even when things in the world around us are uncertain.

J103

"I have been listening to J103 since 2017 when I went through an unwanted divorce. Your messages and songs **helped me get my life back on track**. I have been listening ever since. It seems like every time I get in the car, you play the right song at the right moment, and **I know God is working through J103**. I have three small children, and I love that I don't have to worry about what they will hear on this station. It is such a blessing." - T.W.

Jfest

"I have made a lot of bad choices in my life, even though I grew up in church and served in ministry. Most of my adult life, I have struggled with an alcohol addiction. I served the Lord but could not win my battle with addiction. I felt like I was doomed to just have this thorn in my flesh and never be free. I went to Jfest and when David Crowder began singing 'How He Loves Us,' **something finally pierced through all the darkness and sadness of the alcoholism**, and I understood who I was in Christ. I realized that I am His daughter and I can be set free if I just accept His love for me. I cannot explain to you what happened that night soaking wet in the rain, with my arms raised with thousands of other people singing, 'God really loves us,' I was set free. **Jesus did in that moment what dozens of rehabs and millions of tears have never been able to do. I was free indeed.**" -N.S.

ComeOnLetsGo

"ComeOnLetsGo is one of the best kept secrets on YouTube. **This story shows what happens when heartfelt regret encounters eternal forgiveness.** God bless you all for this amazing channel."

L.R. (in response to viewing Caleb's story)

JRadio

"As my daughters have gotten older, they have been exploring **different genres of music** and wanting to listen to the music their friends listen to. I challenged them to take the 'Christian music challenge.' In the morning on the way to school, I would turn on the JRadio app and let them pick a playlist. The challenge was that they had to listen for 10 minutes before we could turn it off. **We are still listening to Christian music when we go to school. They never asked me to change it!**" - D.S.



Kaitlin, our Promotions Director, with a listener family at the Chattanooga Zoo

PARTNERS FOR CHRISTIAN MEDIA

Evangelizes Non-Christians

God uses PCM to reach people from all walks of life and draw them into a saving relationship with Jesus Christ. Music is a powerful, emotional medium and can often reach people who have been hurt or are hardened to the gospel. The music played on J103, JRadio and at Jfest conveys a message of hope, peace and purpose that is missing from most other media offerings.

Through PCM's web-based ministry, ComeOnLetsGo, the gospel is being spread across the globe. People are being reached right where they are – online - with the life-changing message of Jesus Christ.

J103

"J103 is my favorite radio station. I have been listening for seven years. **Two years after I started listening, I got saved.** I was an addict for a long time and I knew I needed to change my life. God used the messages I heard on your station to show me that I could trust Him to help me. Thank you J103."

- R.A.

Jfest

"It was the best feeling in the world to watch my daughter accept Jesus as her personal Savior on Saturday! **I am so thankful we came and for the impact Jfest had on her life.** We will be back next year." - L.W.



ComeOnLetsGo

This video helped me realize **who I should be**. Thank you! That prayer helped me a lot." S.S (YouTube comment from someone after watching a COLG video)

JRadio

"My nine-year-old daughter is a **brand new Christian**. She got baptized on Sunday and the next day, she asked if she could **listen to some music on my JRadio app**. She fell asleep listening to a **worship music playlist that she chose herself**. Thank you JRadio!" – D.C.



Dr. Tom Renfro sharing his story for ComeOnLetsGo

PARTNERS FOR CHRISTIAN MEDIA

Ministers to Ministries

PCM works with ministries in our area and around the world to impact lives for Christ. J103 connected many of our listeners and viewers to a local church and offers churches the opportunity to speak into the lives of many thousands over the airwaves.

Dozens of ministries set up booths at Jfest 2023 and reached attendees with their messages of hope and healing. Churches and ministries are utilizing the stories on ComeOnLetsGo.com to enhance

J103

"It was fantastic to see all the smiling faces from the kids at the youth and family development centers. **These interactions are essential to building stronger relationships with every segment and age in our society.** To do this with popsicles added a lot of flavor and fun." – Major Daniel Jones, Special Operations Command with Chattanooga Police Department (CDP) discussing the Popsicles with Cops program co-sponsored by J103 and the CDP.

Jfest

"We are so grateful to have been a part of this year's Jfest! We're honored to have had the opportunity to pray for the community throughout the event, and we hope that many people are encouraged in their walk with the Lord. **We prayed for healing for those who were depressed and full of anxiety, for those going on mission trips, for those needing strength to make it through the day, for broken relationships to be restored and for first responders in Chattanooga.** The prayer team got to share about the faithfulness of God and lead people to the Lord. **We heard multiple times throughout the day how thankful attendees were that Jfest would have a space for people to receive prayer!**" - Danny Hesterly, Director, Chattanooga House of Prayer. throughout the day how thankful attendees were that Jfest would have a space for people to receive prayer!!" - Danny Hesterly, Director, Chattanooga House of Prayer.

ComeOnLetsGo

"We at Women At the Well are honored to be part of the ComeOnLetsGo campaign, as it is a **very effective tool in sharing HOPE** with not only those close to home, but all over the world." - Robin Nation, Executive Director, Women At the Well

JRadio

"We've had many **Run for God Run Club members tell us how inspiring JRadio can be for their daily runs.** They particularly like the custom Run for God station. The Run for God/JRadio partnership has been an important part of Run Club's growth. **Being able to access such a great variety of strictly positive music is important to many Christian runners.** Partnering with JRadio has meant that we can worry about other things because we know they have it covered!" - Dean Thompson, Run for God



Revenue & Expenses 2022

BY SOURCE

When PCM was founded we learned that non-profit owned radio stations could obtain income from donations and advertising. Today, around half of PCM's revenue comes from commercial sources, which has proven to be a successful strategy that covers staff salaries and benefits, allowing **100% of partner donations to directly fund ministry work.**

Revenue by Source

■	Donations	44.9%
■	Advertisements	27.1%
■	Barter	11.3%
■	Special Events	6.3%
■	Sponsorships	10.0%
■	Other (PPP, ERC, Podcast, Auction, etc.)	0.4%

Expenses by Source

■	Salary & Benefits	50.2%
■	Office Expenses	11.2%
■	Fundraising	11.2%
■	Lease Expense	4.5%
■	Other	5.0%
■	Special Events	9.7%
■	Sales Expenses	0.1%
■	Taxes & Licenses	4.7%
■	Professional Fees	2.1%
■	Depreciation	1.3%

Audited Financial Information

from Henderson Hutcherson & McCullough

For the Year Ended December 31

Statement of Financial Position

	2022	2021
Current Assets	\$ 902,840	\$ 1,107,157
Property & Equipment, Net	570,639	589,349
Intangible Assets	1,032,848	1,032,848
Other Assets	668,639	4,594
TOTAL ASSETS	\$ 3,174,966	\$ 2,733,948
Current Liabilities	\$ 347,191	\$ 207,518
Long-Term Liabilities	798,224	299,176
TOTAL LIABILITIES	1,145,415	506,694
Net Assets	2,029,551	2,227,254
TOTAL LIABILITIES & NET ASSETS	\$ 3,174,966	\$ 2,733,948

Statement of Activities

Operating Revenues	\$ 2,964,606	\$ 3,159,757
Less: Operating Expenses	3,162,309	2,618,653
INCREASE/DECREASE IN NET ASSETS	\$ (197,703)	\$ 541,104

PCM has been independently evaluated and we are proud to have the top rating with both Charity Navigator and with the Candid rating system used by GuideStar.







Staff Members

Josh Andrews - Account Executive

Dean Arnold - ComeOnLetsGo Creative Director

Hannah Ayers - Midday Announcer

Dianne Cannon - Account Executive

Richard Carlisle - Vice President of Development

Bobby Daniels - Evening Announcer

Noah Dillingham - Senior Account Executive,
Revenue Strategist

Brad Facciani - Production Director, Announcer

Ted Gocke - Program Director, Announcer

Brian Gray - Director of Sales

Jim Gumm - Account Executive

Renee Hogsett - Board Operator

Rebecca Holman - Brand Marketing Specialist

David Karnes - Account Executive

Dawn Lemaitre - Account Executive

Caleb Lewis - Announcer

Bob Lubell - Founder and CEO

Terese Maine - Announcer

Fatima Martinez - Director of Finance

Shannon Mathews - Director of Development

Bernie Miller - Announcer

Kristen Millwood - Traffic Director

Jared Redden - Creative Strategist, Announcer

Kaitlin Redden - Promotions Director

Brett Ritchey - Digital Director

Stephanie Shrum - Administrative Assistant

Clark Thompson - Gift Officer

Justin Wade - President

Maleah Wright - Production Assistant

Board of Directors

Bob Lubell - Chairman of the Board

Jimmy Dupree - Secretary and Treasurer

Dean Arnold

Patrick Horne

Todd Plain

Advisory Board

Vince Carelli

Kim George Race

Jane Chastain

Jason Raughton

Jerry Chastain

Derrall Stalvey

Ed Coffey

James Tyson

Tim Daniell

Alan Walker

Steve Duggins



P.O. Box 24297
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“Thank God! Call out His Name!
Tell the world who He is and what He’s done!
Sing to Him! Play songs for Him!
Broadcast all His wonders!”

1 Chronicles 16:8-9



P.O. Box 24297, Chattanooga, TN 37422 • 423.892.1200
J103.com • Jfest.com • JRadio.com • ComeOnLetsGo.com