

# THE CALL

The CALL Radio Station has received FCC approval to **double** the power of WMKL 91.9 FM in Miami to 50,000 watts which will increase coverage to **1.2 Million new potential listeners**. Currently, 2 Million people have the ability to tune into The CALL on 91.9 FM in Southeast Florida. The CALL will replace its 17-year old transmitter with a new up-to-date solid state HD digital transmitter with digital multicast channels to offer additional specialty programming produced by The CALL or leased to other organizations. The project target date is Winter 2016.



The CALL is a non-profit radio station designed to reach unchurched, non-Christian young adults between the ages of 13 and 25 through music and programming that clearly and consistently communicates the Gospel message.

With recent sales of radio stations in the Miami market topping 20 Million dollars, The CALL's current project is a tremendous opportunity to reach over 1 Million new potential listeners for less than 1% of the cost of new radio station:

## Southeast Florida WMKL 91.9 FM Upgrade to 50,000 watts and HD Digital

Item	One time cost
Transmitter (Nautel GV15 digital solid state FM), freight	\$100,995
FM antenna (PSI 3-Bay FM Directional)	\$22,000
IBOC (digital license) and legal	\$10,000
Air conditioners, installed (2 Bard 4-ton package units)	\$9,955
Tower work and installation	\$5,000
Coaxial transmission line extension (50 ft. Andrew HJ7-50A)	\$1,500
Coaxial transmission line splice (Andrew 87Z)	\$550
<b>TOTAL NEED</b>	<b>\$150,000</b>



## RESULT: 1.2 million new potential listeners plus HD Radio



The CALL is the only radio station in a major Nielsen-ranked radio market (#11) that focuses on telling teens and young adults exclusively that they can begin a relationship with Jesus. Southeast Florida is a global center and gateway of culture, entertainment, fashion, and commerce which gives The CALL an amazing opportunity to present a Christian worldview that reaches far beyond the radio signal. **Please consider how you might give to expand the impact of The CALL Radio Station in 2016! Contact Rob Robbins at (786) 429-3606 or [rob@callfm.com](mailto:rob@callfm.com).**