

Annual Report



2024



WBVM Spirit FM 90.5 is the broadcast ministry of the Catholic Diocese of Saint Petersburg.



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Mission

Our Mission is, **"To share the love of Christ and the beauty of the Catholic Faith."**

Vision

Our Vision is, **"That all will know the unconditional love and the unshakable hope of Jesus."**



Listener Stats

In December 2024, Spirit FM reached a weekly cume of 107,500 listeners—a **60% increase** from the same time last year and **20% higher** than the previous month.



60% increase since last year



20% increase since last month

Spirit FM online listening finds listeners all over the United States and around the world. The top listening countries include **Germany, Finland, France, and Mexico**. In 2024, **738,000 hours** were spent listening online in the U.S. and around the world!



Download the Spirit FM app or visit www.myspiritfm.com to bring your Spirit FM with you anywhere in the world!

Social Media Stats



We gained **577 new followers** and saw **156.7K organic views**.

Engagement remained steady with **16.1K interactions**. A major highlight— video watch time **increased 37.1%**, reflecting stronger audience connection.



Instagram grew with **472 new followers** and **142.4K organic views**.

Reach surged **139.8%** (44.6K total), and interactions **doubled to 6K**, showing a more engaged and responsive community.



We welcomed **500 new members**, reaching a total of **11,765** Flocknote members in 2024. Over **440 notes** were sent out in 2024, reaching around **83%** of our Flocknote members.

Financials

In the 2023–2024 fiscal year, underwriting efforts secured over 40 accounts, contributing \$221,000, which accounted for approximately 25% of the budget. Listener donations totaled \$643,000, providing essential support for our mission. Since June 2023, 13 vehicle donations have generated an additional \$15,075. Overall, total revenue for the year reached \$881,683, while expenses amounted to \$902,059. The cost to the Diocese of Saint Petersburg was just \$20,375—less than 3% of our budget. In other words, for only \$20,000, the diocese has a 24/7 radio ministry that evangelizes the unchurched, teaches the faith, and entertains the masses.

Car
Donations
\$15,075

Donations
\$643,000

Fiscal Year
\$881,683

Expenses
\$902,059

Underwriters

Advanced Imaging & Interventional Institute
All Smiles Sleep Solutions
Angels Senior Living
Aqua Pro Irrigation
Catholic Charities Adoption and Pregnancy Services
Chris's Plumbing
Cornerstone Medical
Cornerstone A/C Plumbing and Electrical
Corpus Christi Catholic School
Dean Burnett Law
Dr. William Stephen/St Lucy Vision Center
Dr. Harold Welch
Holy Family Health

Hungry Howie's Pizza
Knights of Columbus Asset Advisors
MaxTech Pros
Nexthome Southpointe
Odiorne Insurance
Palma Ceia Facials
Park Animal Hospital
Pinks Windows
Robert J. Wellen CPA
St. Thomas Aquinas Academy
St. Francis Sleep Allergy and Lung Institute
Tampa Home Group
The AC Guy of Tampa Bay
The Revolution Ice Cream
Tranquil Shores
W & S Asphalt Paving Inc

Your support keeps this station running... Thank you for partnering with us!

underwriting supports
25% of our budget

25%

Shows

Programming



The Spirit FM
Morning Show with
Davis & Maria
6am - 10am



The More Music
Midday with
Olivia
10am - 3pm



The Way Home
with Fernando
3pm - 7pm



The Evenings
with Francesca
7pm - 11pm



The Overnights
with Jamie
12am - 4am



Spirit FM is committed to producing meaningful and relevant content that speaks to the needs of our community. Our locally-produced program, **How We See It**, provides in-depth discussions on critical public affairs topics, including human trafficking, adoption, right to life, homelessness, food insecurity, education, environmental concerns, disaster assistance, racism, and mental health. Through these conversations, we strive to inform, inspire, and empower our listeners to take action and make a difference.



Fire Chief Dennis
Jones



Dave Mishkin



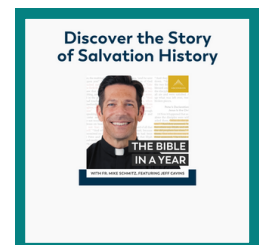
USF's Catholic
Student Union



Cardinal Peter
Okpaleke

Beyond local programming, Spirit FM also airs content that deepens faith and enriches spiritual lives. Our lineup includes Bishop Gregory Parkes' Eucharistic spots, Bible in a Year, Catechism in a Year, and Augustine Institute/Lighthouse Programs, offering daily opportunities for prayer, reflection, and faith formation.

Through these programs, we continue our mission of evangelization, helping listeners grow in their understanding of Catholic teaching and their relationship with Christ. You can listen to these shows right after Daily Mass on Monday - Friday at 11:30am on your Spirit FM!

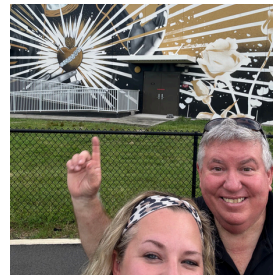


Promotional & Partnership Events

Throughout 2024, we were blessed with incredible opportunities to connect with our community through a variety of promotional and partnership events. From faith-filled gatherings to outreach initiatives, these moments allowed us to share the mission of Spirit FM while engaging with listeners across the Diocese. Highlights from the year include our Easter Baskets of Plenty collaboration with Catholic Charities, The Fish Fry World Tour, hosting our Women of Worth events, and the joy of community gatherings like our End of Summer Ice Cream Social and Roar of the Rosary. We were also honored to have a presence at the KNOWN Conference. Additionally, we enjoyed supporting area concerts, parish visits, and Catholic Schools Week, strengthening our presence in the community through faith, fellowship, and service.



**Women of Worth at
St. Timothy Catholic
Church**



**St. Petersburg
Catholic High School's
Baron Bash**



**Suncoast Catholic
Ministries'
Men's Conference**



**The FFWT at Incarnation
Catholic Church**



**Pat Barrett's
Beautiful Life Tour**



**Women of Worth at
Nativity Catholic Church**



**The Mater Dei
Giving Society's
BBQ with the Bishop**



**The FFWT at Our Lady
of the Rosary Catholic
Church**



**End of Summer
Ice Cream Party**



**Easter Baskets of
Plenty Drive with
Catholic Charities**



**Women of Worth at St.
Michael the Archangel
Catholic Church**



**The National
Pediatric Cancer
Foundation's "Walk,
Run, and Roll" Event**

Have pics to share? Tag us on Instagram (@itsmyspiritfm) & Facebook (Spirit FM 90.5)!

Plans for the Future...

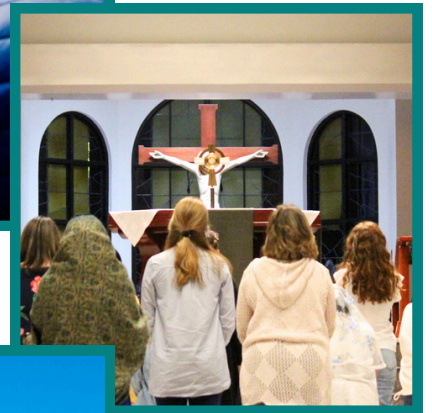
In partnership with the Diocese of St. Petersburg and Bishop Gregory Parkes, Spirit FM is committed to advancing a Call to Conversion, inspiring deeper faith, and serving the community through the Corporal Works of Mercy. As part of this mission, we are dedicated to the following goals in the coming years:



- **Enhancing Parish & School Technology (2026–2029):** Supporting parishes and schools in improving lighting and A/V systems for consistency across the diocese.
- **Eucharistic Encounter Event (2025):** Assisting in the planning, promotion, and execution of the Eucharistic Encounter at Amalie Arena on September 21, 2025.
- **Promoting the Sacrament of Reconciliation (Lent 2025):** Encouraging participation in Confession during Lent through on-air and digital outreach.
- **Encouraging Prayer in Homes & Communities (2026–2027):** Providing multimedia resources in multiple languages and formats to inspire family, individual, and community prayer routines, including home prayer spaces.
- **John XXIII Residence Promotion (2025):** Assisting in raising awareness and support for the John XXIII Residence.
- **Diocesan-Wide Outreach Event (2027):** Organizing a special event designed to engage both religious and unaffiliated individuals in meaningful conversation and faith exploration.

- **Fostering Vocations & Holiness (2028-2029):** Promoting pastoral opportunities that emphasize the universal call to holiness, vocations to marriage or single life, and vocations to the priesthood and religious life.
- **Expanding Catholic Education (2027):** Encouraging and promoting educational opportunities within the Diocese of St. Petersburg school system.

As Spirit FM looks ahead to celebrating 40 years of faith-filled broadcasting, we are preparing for a year of special events, community gatherings, and spiritual opportunities to honor this milestone. Plans include a special anniversary concert and events designed to bring listeners together in celebration of our mission. A pilgrimage to Rome will offer a once-in-a-lifetime opportunity for spiritual renewal and connection to the heart of our Catholic faith. Additionally, we are working to establish an endowment to ensure the long-term sustainability of Spirit FM, securing our ability to continue inspiring and evangelizing for generations to come. Stay tuned as we unveil more details on how you can be part of this historic celebration!



Thank you for being a part of this radio ministry!

Stay updated at www.myspiritfm.com!