

2025 ANNUAL REPORT



HOLY CULTURE
R A D I O

A WORD FROM OUR CEO

Family,

As I reflect on 2025, it was truly a transformational year for the organization - not because we did more, but because we became more. We, internally, became more unified, focused, and committed to stewarding what God has put before us. As I write this, I am filled with deep gratitude for God's grace, our community, and every artist, listener, partner, and supporter who made this year possible.

In 2025, Holy Culture's reach grew significantly—expanding from 7.5 million to 18 million interactions across platforms, a 140% year-over-year increase. This growth was driven by artist-centered storytelling, consistent audience participation, and content that resonated deeply with both faith and culture. More importantly, this reach reflected not just visibility, but momentum—people returning, engaging, and choosing to be part of what we're building.

We saw faith-centered content spark meaningful engagement, particularly through The Circle newsletter, where subscribers increasingly chose to engage in deeper spiritual reflection delivered directly to their inboxes. Through Holy Culture Radio and our digital platforms, artists experienced tangible economic impact, translating exposure into real opportunity.



Our weekly Voting Show continued to function as an ecosystem catalyst—introducing hundreds of artists to national radio, empowering listeners to actively support creatives, and turning audience participation into measurable financial benefit. At the same time, through The Corelink Solution, we provided guidance around leadership, vocation, and life decisions for students, creatives, and professionals navigating critical transitions.

Taken together, 2025 was a year where mission met execution. We didn't just grow in scale—we grew in alignment, deepening our service to artists, audiences, and communities.

As you read this report, we hope you see not just the numbers, but the people behind them—and the shared commitment that continues to move this work forward.

Thank you for being part of the Holy Culture community.

Blessings

James B. Rosseau, Sr. (Trig)
CEO, Holy Culture



COMPANY OVERVIEW

Mission

We exist to revitalize communities by empowering people to reach their potential through our four pillars Faith, Arts, Vocation and and Education.

In 2025, Holy Culture leaned into artist-centered storytelling, invited audience participation, and supported spiritual growth by meeting people where they already engage.



Our Socials (IG Main)
Create
Awareness



Our Website
Invites
Participation



Our Email
Support
Spiritual Growth



REACHING PEOPLE WHERE THEY ARE

In 2025, Holy Culture reached people across social media, our website, and email—meeting them where they already spend time. Reach reflects how often people encountered Holy Culture content during the year. While these numbers are not deduplicated, they show the overall scale and momentum of our work during our strongest months.

Reach Snapshot (All Platforms)

- 2024 Reach: 7.5 M
- 2025 Reach: 18 M

That is a growth of 140%

Where Did The Growth Happen?

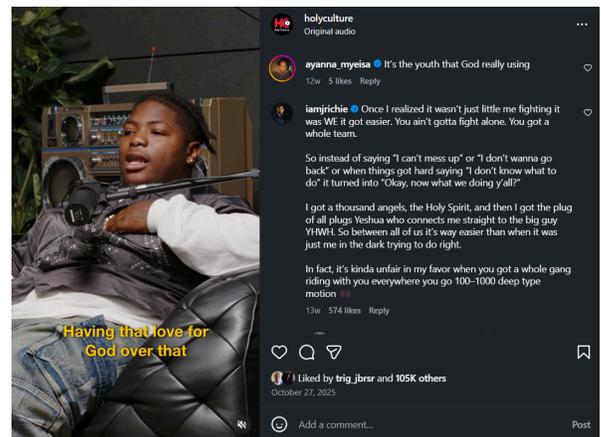
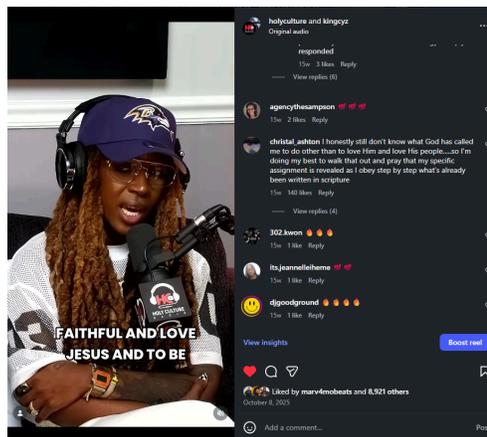
- Social media: Rapid expansion driven by artist-centered content
- Website: Consistent weekly traffic tied to artist voting
- Email: Steady engagement with faith-focused subscribers

What This Shows

Holy Culture is not only reaching more people, but doing so through content and experiences that audiences actively return to and engage with.

FAITH: HELPING PEOPLE GROW SPIRITUALLY

Holy Culture helped people grow in their faith by sharing content that encouraged reflection, hope, and trust in God. Across platforms, faith-centered moments consistently resonated with audiences, especially when artists shared personal stories, testimony, and honesty about their walk with God. Faith-centered content prompted strong audience response, most often through likes, reactions, and emojis. These responses reflected affirmation, encouragement, and shared belief.



Email Engagement – The Circle Newsletter:

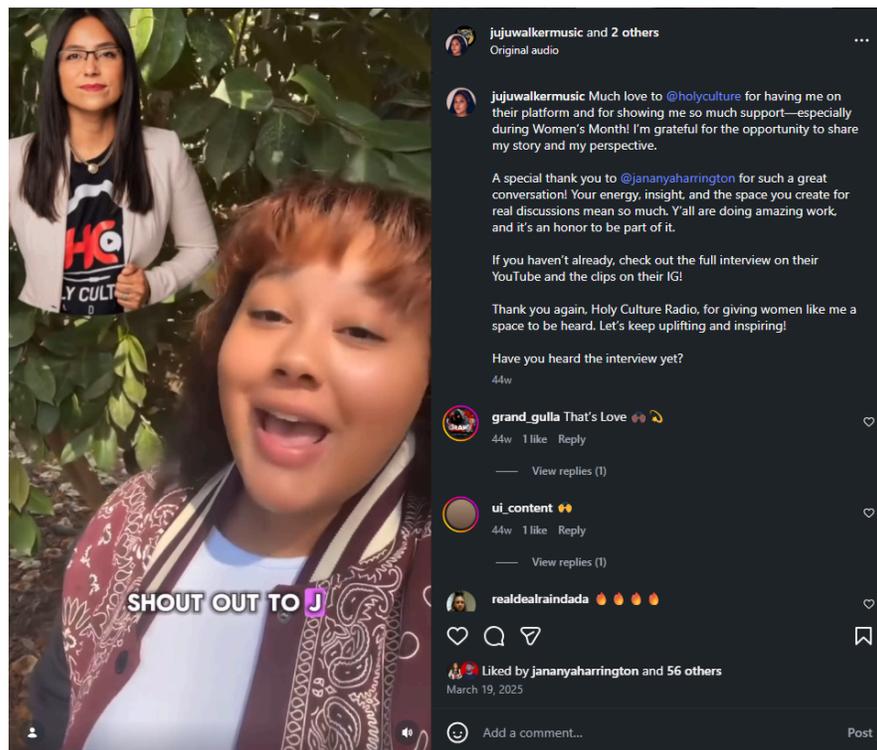
- The Circle, Holy Culture’s faith-focused email newsletter, showed increased engagement over time.
- Open rate increased from 15% to 16% in Q4
- Readers consistently chose faith-based content delivered through email

What This Shows

While social media reflected broad resonance with faith-based content, email engagement showed a growing number of people choosing deeper and more consistent faith engagement over time.

ARTS: ELEVATING ARTISTS THROUGH ACCESS, OPPORTUNITY AND ECONOMICS

Holy Culture elevated artists by giving them access to a national platform where their music and stories could be seen, heard, and supported. Through consistent exposure across digital channels and radio, artists gained both visibility and tangible economic benefit. In 2025, more than 145,000 radio spins resulted in an estimated \$5MM+ paid in SoundExchange royalties, demonstrating how Holy Culture translated platform access and audience support into real-world financial impact for artists.



What This Shows

Holy Culture functioned as a bridge between artists and audiences, turning visibility into opportunity and audience support into real-world impact.

THE VOTING SHOW TURNING SUPPORT INTO OPPORTUNITY

The Voting Show became a significant driver of organic traffic to Holy Culture's website. Through weekly voting, audiences played an active role in supporting artists and helping them earn national radio placement on SiriusXM.

Voting Show Impact Highlight

Consistent Weekly Platform:

The Voting Show ran 50 times during the year, creating a reliable and recurring opportunity for artists to be discovered.

Artists Served:

Approximately 500 artists participated in the Voting Show.

Roughly **400 artists appeared** on Holy Culture only once, reflecting the show's role in widening access and introducing new voices rather than repeatedly featuring the same artists.

Audience Participation:

Weekly voting allowed listeners to actively support artists and influence which songs advanced to national radio play.

Artist Opportunity and Royalties:

Royalties generated through radio airplay resulted in an estimated \$17,500 paid to artists connected to the Voting Show.

What This Shows

Holy Culture functioned as a bridge and ecosystem catalyst, expanding access to national radio exposure, introducing hundreds of new artists, and translating audience participation into both opportunity and tangible financial benefit for creatives.

VOCATION & EDUCATION: GUIDANCE FOR LIFE, WORK AND CREATIVE GROWTH

Holy Culture supported vocation and education by sharing content designed to help people think more clearly about their work, creativity, and everyday decisions. Through artist conversations, professional discussions, and written resources, this content offered guidance for those seeking direction, purpose, and practical insight.

How This Content Served Audiences

Professional and Life Development:

Through its sister platform, The Corelink Solution, Holy Culture published weekly conversations and articles focused on leadership, career readiness, decision-making, and personal responsibility. This content served high school seniors, college students, and young professionals navigating important life and work transitions.

Creative and Industry Learning:

Holy Culture also shared educational content for artists and creatives, addressing topics such as creative sustainability, industry awareness, and the realities of building a career in music and media.

What This Shows

Holy Culture provided thoughtful guidance that supported both life development and creative growth, offering resources for people at different stages of their journey.

LOOKING TO 2026

Mission

As we leap into 2026, we are thankful for the opportunity to do this work and encouraged by God's grace.

Our mission remains the same. As we continue to challenge ourselves to better understand our audience in order to serve, we envision four key themes unfolding this year:

- A heightened focus on community (physically and digitally)
- Extended artist development
- Deeper audience engagement
- Elevated storytelling

This will all be complemented by continued operational excellence and innovation.

We look forward to continuing our service to you in 2026!

Blessings

James B. Rosseau, Sr. (Trig)

