



FOR IMMEDIATE RELEASE

January 23, 2023

Contact: Jerry Grimes

info@parfm.com

(800) 627-9747

Vision Week 2023 Rallies PAR Team

Blacksburg, Va. – Positive Alternative Radio’s entire workforce once again gathered last week for its annual Vision Week conference. Under the theme, *Brighter Days*, a variety of speakers reinforced the PAR vision, mission, and ways of being during the three-day event held in the main auditorium of the Inn at Virginia Tech.

“Vision Week is a time for us to all come together and remind ourselves of our mission to create and deliver experiences that inspire people to live passionately for Jesus Christ,” said Brian Sanders, Executive Vice President.

“It is vital for our team to gather and focus on our mission and vision. This helps keep everyone on the same page,” said Eddie Baker, President.

Along with worship and morning devotions featuring contemporary Christian artist Lydia Laird and pastor-author Barnabas Piper, the team heard an in-person keynote address from best-selling author Joseph Michelli, who wrote *The Starbucks Experience*, *The New Gold Standard*, *Prescription for Excellence*, and *Driven to Delight*.

Sanders opened the conference with a presentation based on Hebrews 12:1-2, reminding the PAR Team to recommit themselves to look to Christ in running a good race with endurance. The PAR Team also enjoyed a worship session with new artist Mitch Wong, that included him performing his soon-to-be-released single, *Bloom*.

The team also spent time reviewing basics and standards of operation for all stations and departments, as well as exhortations centered on the PAR vision to become the standard by which all Christian media is measured, Sanders said.

###

About Positive Alternative Radio (PAR)

PAR is a non-profit ministry founded in 1985 by Edward Baker’s father, the late Dr. Vernon H. Baker and his mother, Virginia. Today, PAR owns and operates stations and networks in key markets in Virginia, eastern Tennessee, West Virginia, Ohio, North Carolina and South Carolina. They include WCQR, broadcasting from Johnson City, Tenn.; Walk FM, Ashland, Ky.; Spirit FM, Lynchburg, Va.; Joy FM, Winston-Salem, N.C. and WPER-FM, Fredericksburg, Va. The stations provide adult contemporary Christian and Gospel music, as well as Christian content available across a variety of digital platforms.