



2020 ANNUAL REPORT

CATHOLIC
SPIRIT
RADIO



THE YEAR OF THE PANDEMIC

BY JON HALL
PRESIDENT

There's no doubt that 2020 will be remembered as the year of the pandemic. This year has been a challenge for *Catholic Spirit Radio* as for everyone else. Still, the potential for good during 2021 is large. It is frequently said that God draws good out of evil (cf., Romans 8:28). Nowhere is this more evident than in the cross and resurrection of Christ. At the Easter Vigil, when the Exultet is sung, we hear the words, "O happy fault, O necessary sin of Adam, which gained for us so great a Redeemer!" We believe that these words, based on the writings of St. Augustine, bode well for us. God will draw good from the evil we are now experiencing.

During this pandemic, people have spent more time at home living and working as families. Spouses have spent more quality time together; parents have learned the value of the saying "Parents are the primary educators of their children." It's also true that more people than ever before are listening to *Catholic Spirit Radio*. This expression of Pope Benedict XVI comes to mind, "The words that you transmit reach countless people, some of whom are alone and for whom your words come as a consoling gift, some of whom are curious and are intrigued by what they hear, some of whom never attend church because they belong to different religions or to no religion at all, and others still who have never heard the name of Jesus Christ, yet through your service first come to hear the words of salvation." (*Message to Catholic Radio Broadcasters*) Yes, in many ways the difficulties of 2020 have been a blessing for us.

In the remainder of this 2020 Annual Report, you will learn what we have accomplished during 2020 – the year of the pandemic. We hope that you will continue to listen to our signal, learn more about the saving news of the Gospel, and help us share the Good News.

Blessings,
Jon Hall

Sites Updates

Our original 2011 transmitter at Saybrook finally failed during July 2020 and had to be replaced. Thankfully, a major donor stepped forward and provided the financial resources necessary to replace the faulty unit. Replacements and repairs also had to be made at our Pontiac and Lincoln sites. We are now approaching a state-of-the-art network due to these fixes.



Station Update

We moved to new offices in 2018 and have continued to "fill out" the available space. Our new location now contains a room for microwave equipment that links our studio to our broadcast towers. We have started to install a studio for production of our local programs, sponsor recognitions, and announcements. Late in the year, we adorned our building with a large illuminated rosary.

We rely on Holy Scripture, Sacred Tradition, and the Magisterium of the Catholic Church as the pillar and bulwark of truth (cf. 1 Timothy 3:15).



We are being called by God to usher in a new evangelization. We cannot wait for the faithful to show up in our churches; we must go to them.



Facebook

Catholic Spirit Radio has an active Facebook page with over 1,400 followers. Mother Angelica quotes are posted daily and receive many likes. We also post notices about our podcasts, important events, and special fundraisers. Recently, listeners used Facebook to generate funds for the network by seeking contributions for 2820 Communications, Inc., on their birthdays.

Website

Station volunteers continue to keep our website up to date by including a "Faith Quarantine" tab with detailed pandemic-related resources such as prayers, podcasts, articles, and poetry, as well as tabs for Mass schedules, a Calendar of Events, podcasts of our local radio shows and more.



Effects of COVID-19



The pandemic forced multiple cancellations of fundraising, outreach, and service events. Included were parish talks with their distribution of brochures, face-to-face financial appeals, our pilgrimage to Our Lady of Good Help Shrine in Wisconsin, our evening banquet with Dr. Ray Guarendi, displays, and other events. We are looking forward to the end of the pandemic and renewed opportunities for activities and events.

Catholic Spirit Radio's two-fold mission is to deepen the knowledge of Catholics and to share the goodness, truth, and beauty of the True Faith in order to bring others to Christ through the Catholic Church.

Fundraising

The station conducted an on-air Spring Care-A-Thon fundraiser April 28-30. A similar event was conducted December 8-10. The format of the second Care-A-Thon was different, however. Rather than making all-day appeals, we presented 5-minute appeals at the top of the hour. We also held *Matching Mondays* and *Giving Tuesday* fundraisers.



Business Sponsors

Catholic Spirit Radio is very thankful to the thirty-five business sponsors that supported our radio network during 2020. These sponsors were from McLean, Livingston, and Logan Counties. Sponsorships included 15- and 30-second radio messages, special Holiday messages, weather report recognitions, and digital billboard messages.



Catholic SPIRIT Radio's mission includes catechesis, evangelization, and apologetics.



Programming

Catholic Spirit Radio continued its broadcast mission through the grace of God despite the pandemic. We continued to broadcast EWTN and produce local programs - *Being Catholic*, *Catholic Conversations*, *JMJ Moment*, and *Good News!* We also added a Children's Rosary.

Fiscal Data

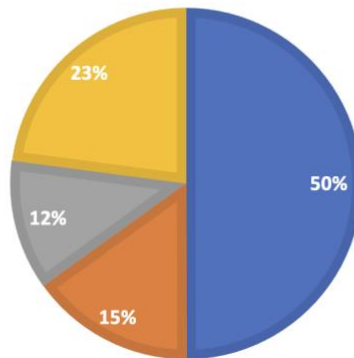
We publish detailed financial reports each September. Reports show that our donations increased from \$58,681 in FY18 to \$103,237 in FY19. The following charts summarize fiscal operations during FY19 which covers dates from September 1, 2019 through August 31, 2020.



2019 – 2020 FINANCIAL OPERATIONS IN REVIEW

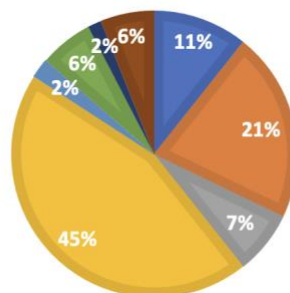
INCOME

■ Listener Donations ■ Parish Appeals ■ Business Sponsors ■ Loan & Grant



EXPENSES

■ Loan Payoff ■ Tower Rental/Power ■ Insurance/Acctng
■ Equipment ■ Contractual ■ Marketing
■ Dues/Fees ■ Office/Internet



Catholic Spirit Radio (89.5 FM, McLean County and 92.5 FM, Bloomington) began broadcasting on March 9, 2011. On December 3, 2018, we added station WPJC 88.3 FM in Pontiac, Illinois. During the summer of 2019 we began broadcasting in Lincoln, Illinois on 97.1 FM. We also can be heard using our listening apps for Android and iOS, and online at www.catholicspiritradio.com. Broadcasts are available in English and Spanish. Our mission is to evangelize and catechize through the medium of radio. We invite you to join us by listening and growing in your Christian faith. We are a listener supported 501 (c)(3) non-profit organization.