



Catholic Spirit Radio 2018 Annual Report



**2820 Communications, Inc.
108 Boeykens Place
Normal, IL 61701
Phone: (309) 807-2427**



December 31, 2018

Dear Reader,

Catholic Spirit Radio is a religious broadcasting network independently owned and operated by the laity in a fashion that is consistent with the Catholic faith. It was created in response to Pope St. John Paul II's call for the laity to take co-responsibility in the evangelization work of the Church. We have been broadcasting with the approval of Bishop Daniel R. Jenky since March 2011.

Catholic Spirit Radio's mission is to share the goodness, truth, and beauty of the Catholic faith in order to bring people to Christ. Our goal is to evangelize Catholics, Christians of other faith traditions, the unchurched, and non-believers relying on Holy Scripture, Sacred Tradition, and the Magisterium of the Catholic Church as the pillar and bulwark of truth (cf. 1 Timothy 3:15).

Catholic Spirit Radio provides unique opportunities for our community of faithful. Our programming provides:

- continuous broadcast of the Good News of Jesus Christ,
- Catholic perspectives to matters of faith and morals,
- analyses of religious and social issues,
- discussions about current events,
- advice for problems, and answers to questions.

It is our belief that we are being called by God to usher in a new age of evangelization in an increasingly post-Christian world. We cannot wait for the faithful to show up in our churches; we must go to them.

As our station's name implies, we promote Catholic Spirit. As we have been told by St. Paul to, "... lead a life worthy of the calling to which you have been called, with all humility and gentleness, with patience, bearing with one another in love, making every effort to maintain the unity of the Spirit in the bond of peace. There is one body and one Spirit, just as you were called to the one hope of your calling, one Lord, one faith, one baptism, one God and Father of all, who is above all and through all and in all" (Ephesians 4:1-6).

I hope that you will find this first-ever Annual Report helpful in understanding the faith of the Church and the work of the laity at Catholic Spirit Radio. I encourage your prayerful and financial support.

Cordially yours,

Mr. Jon Hall
CEO and President
jon@gpmbloomington.com

Officers & Advisory Board Members for 2019

Jon Hall
President & CEO

Ann Weber
Advisory Board Chair

Carl J. Wenning
Advisory Board Secretary

Bob Johnston
Advisory Board Member

Lynn Johnston, OFS
Advisory Board Member

Dave Laue
Advisory Board Member

Carolyn A. Wenning
Advisory Board Member

Deb Lesser
Advisory Board Member

Kathy Fulton
Advisory Board Member

Don Myers
Advisory Board Member



Mother Angelica, the founder of EWTN, is our inspiration. Her passion, guidance, and resources have allowed us to reach Catholics, non-Catholics, and the unchurched in profound and meaningful ways.

Alive in
the Spirit



Alive in the Spirit

The quarterly newsletter of Catholic Spirit Radio, broadcasting to McLean County at 89.5 and 92.5 FM, to Pontiac at 88.3 FM, and to Lincoln at 97.1 FM.

Winter 2019

Each quarter we produced our newsletter *Alive in the Spirit*. Distributed at the beginning of each season, we featured articles of interest about Catholic Spirit Radio and our Catholic community.

With the very generous and timely assistance of Bloomington Offset Process, Inc., we printed 2,000 copies of our *Seek the Spirit* brochure through bopi's *Print4Good* campaign.



Seek the Spirit



CATHOLIC SPIRIT RADIO

89.5 FM & 92.5 FM

88.3 FM (Pontiac)

97.1 FM (Lincoln)

Live streaming available at
www.catholicspiritradio.com

An Affiliate of



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2820 Communications
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Normal, IL 61761
Phone: (309) 807-2427

Evangelization & Catechesis

Started in 2011 as an affiliate of EWTN Global Catholic Network, **Catholic Spirit Radio** shares in the Church's work of evangelization called for by Jesus Christ in his Great Commission (cf. Matthew 28:19-20). In response to Pope John Paul II's call for New Evangelization, our staff believes that the laity must assist clergy, religious, and lay teachers by going out into the world to evangelize in an effort to reach the unchurched, those of other faith traditions, and those of no faith using all means possible.



Our all-volunteer staff also believes that catechesis should not stop at our church and schoolhouse doors. We catechize Catholics who are under informed about the faith or fail to participate in it. **Catholic Spirit Radio** broadcasts 24/7/365 – nearly 9,000 hours per year. Our radio broadcasts can be heard by more than 200,000 people in and around McLean and Livingston Counties in Central Illinois. We operate with the blessing of Bishop Daniel Jenky.

We share the Good News through means other than radio. Our free listening app provides programming in both English and Spanish (*Radio Espiritu*) - any time, any place. We also can be heard through our website, on Roku™, Alexa™, and other radio apps such as TuneIn™ and Simple Radio™.

Throughout 2018, **Catholic Spirit Radio** continued to produce two of its own radio programs for both broadcast & podcast. The programs, *Being Catholic* with Bob & Lynn Johnston and *Catholic Conversations* with Jason Bramley, shine the spotlight on local people and events.



On October 7, 2017, **Catholic Spirit Radio** began its *Daily Liturgical Commentary* on Facebook. We explain the gospels and promote reading of Vatican documents and EWTN resources. Since the start of the column, the station's all-volunteer staff has penned over 400 columns consisting of more than 250,000 words of commentary. This column is now a daily staple for many of our station's listeners.

We are working hard to make our presence felt. We held an organ and piano recital in February featuring the talent of Kevin Kato and showcasing religious & secular music.



We set up an informational display with prizes at the Epiphany Church festival in Normal during July.



Also during 2018, **Catholic Spirit Radio** conducted two

pilgrimages to religious sites for our listeners. In September, a group of 51 visited *The Shrine of Christ's Passion* in St. John, Indiana, and in December a group of 25 visited *The National Shrine of Our Lady of the Snows* in Bellville, Illinois.



During November, four members of our volunteer staff attended the 19th Annual EWTN Catholic Radio Conference in Birmingham, Alabama. We received from our radio-station peers a first-place award for the best Short Form Message Production.

We regularly maintain a Calendar of Events on our www.catholicspiritradio.com website and provide free public service announcements for Catholic parish events in McLean and Livingston Counties. We do our best to nurture the Catholic community's faith and provide opportunities to partner with us in the work of evangelization and catechesis through prayers, volunteer service, and donations.

*We have broadcast
from 89.5 FM near
Ellsworth, IL, since
2011, from 92.5 FM
in Bloomington, IL,
since 2017, and now
at 88.3 FM from
Pontiac, IL.*

*In early 2019, we
we expect to start
broadcasting on
97.1 FM from
Lincoln, IL.*



2017-2018 Financial Report **September 1, 2017 to August 31, 2018**

Catholic Spirit Radio is a listener-supported affiliate of the EWTN Global Catholic Radio Network. We are an independently owned and operated radio station. We broadcast to McLean County, Illinois, and beyond from transmitters in Ellsworth (89.5 FM), Bloomington-Normal (92.5 FM), and Pontiac (88.3 FM), IL.

We are managed entirely by laity and broadcast with the approval of Bishop Daniel R. Jenky of the Catholic Diocese of Peoria. We are a federally-recognized 501(c)(3) not-for-profit corporation chartered in the State of Illinois. We file a Federal Form 990 annually.

The station is owned by three members of the laity. It is operated by President and CEO Mr. Jon Hall. The station operates with the oversight of an Advisory Board consisting entirely of laity. The Advisory Board meets monthly to hear financial reports, to provide advice, and to plan and implement fundraising activities on behalf of the station. The station is run entirely by volunteers. We have no employees, and nobody receives a salary.

Catholic Spirit Radio, in its original configuration, had a potential listening audience of approximately 175,000. During November 2018, we acquired another radio station - WPJC (88.3 FM) in Pontiac, Illinois. This increased our potential listening audience by some 35,000 individuals. Our combined potential audience now approaches one-quarter million listeners.

The size of our market share is small but growing if the increase in donations over the past year is any indication. The station makes a difference in the lives of those who listen, no matter how many or how few.

Because we carry primarily EWTN Global Catholic Television and Radio Network programming, our listener profile statistics are likely similar to those of EWTN Radio. For instance, 43% of listeners say Catholic Radio helps strengthen their marriage; 68% say Catholic Radio helps them better understand the teachings of the Catholic Church; 50% of our listeners are non-Catholics. (Source EWTN survey, 2013)

Net Financial Assets:

<i>Checking balance Sep 1, 2017:</i>	<i>\$50.00</i>
<i>Income:</i>	<i>\$48,216.39</i>
<i>Expenses:</i>	<i>\$42,905.19</i>
<i>Net Income (Loss):</i>	<i>\$5,311.20</i>
<i>Reserve fund Aug 31, 2018:</i>	<i>\$159.14</i>
<i>Checking balance Aug 31, 2018:</i>	<i>\$5,202.06</i>
<i>Liabilities:</i>	<i>\$0.00</i>

