

2021 Annual Report
Catholic Spirit Radio

2820 Communications, Inc.
108 Boeykens Place
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SPIRIT



RADIO

LOOKING FORWARD TO 2022

By Jon Hall, President

Catholic Spirit Radio

2820 Communications, Inc.

The state of Catholic Spirit Radio is good, and its future is bright! Today *Catholic Spirit Radio* broadcasts from four transmission towers in four areas of Central Illinois: Bloomington-Normal, Ellsworth, Pontiac, and Lincoln. On December 29, we powered up a new transmitter in DeKalb-Sycamore. This translator (W206CE, 89.1 FM) will allow us to reach some 100,000 potential listeners in this heavily Catholic region of Northern Illinois.

Ours is a financially stable network. We have growing numbers of generous supporters. We set a record in campaign-based fundraising, generating nearly \$72,000 in the 2021 calendar year.

In the autumn, we received permission from the *Federal Communications Commission* to increase the effective radiating power of WPJC in Pontiac from 1,500 watts to 20,000 watts. This requires us to install a directional antenna. We have placed orders for both a new antenna and a higher-power transmitter. We hope to have these items installed and operational by this coming summer.

Several months back, we applied for broadcast licenses in nine Illinois locations that will allow us to broadcast our signal throughout Illinois if approved and the stations can be built. The application process is free of charge for non-profits. We did, in fact, receive construction permits for Clinton, Arrowsmith, and Harvard (east of Rockford and in the Rockford Diocese). We now have three years to get these radio stations up and running. Despite financial limitations, we hope to see our EWTN-based programming eventually transmitted to Danville, Charleston, Macomb, Kewanee, Monmouth, and Wilmington, Illinois.

The purpose of all this expansion is to share the **Good News** of our Lord and Savior Jesus Christ more widely – that *He came into the world and saved us from our sins and made life everlasting possible by his cross, death, and resurrection*. As Christians, we are obliged to share the Gospel. By supporting this radio network with your prayers and contributions, you acknowledge the salvific work of Christ and witness the Gospel, thereby satisfying our shared obligation to preach in the name of Jesus.

Thanks for your support and being part of our ministry. Read on to learn more about many other facets of *Catholic Spirit Radio's* day-to-day operations.

Jon Hall

Station Update

Our move to new offices in the Great Plains Media building (108 Boeykens, Place, Normal) was completed late 2019. In 2020, we completed our new production studio. In 2021, we completed our new prayer room. The prayer room currently has a small but growing display of Archbishop Fulton J. Sheen memorabilia. Our first station visits took place in October when 35 homeschoolers and 10 parents learned about our operations.

Sites Updates

During 2021, we maintained four radio transmitters – Ellsworth (89.5 FM), Bloomington (92.5 FM), Pontiac (88.3 FM), and Lincoln (97.1 FM). During October, we made a bid on an existing radio station in DeKalb-Sycamore, Illinois, that will allow us to reach approximately 75,000 additional souls in strongly Catholic DeKalb County. On December 29, translator W206CE DeKalb-Sycamore (89.1 FM) was formally signed over to *Catholic Spirit Radio*.

Volunteers

None of the eleven persons responsible for operating *Catholic Spirit Radio* receives any pay or benefits for their work. Our Advisory Board/Development Team consists of ten members of the laity and one priest advisor. *Catholic Spirit Radio* has appointed one of its volunteers to serve as part-time development director to lead and support marketing and fundraising activities.

Network for Good

On May 28, 2021, *Catholic Spirit Radio* signed a year-long contract with *Network for Good* from Washington, DC, for a new donor and campaign management system. The new system helps us keep track of donors and their contributions, and supports use of email, videos, text messages, webpages, donations software, and considerably more. Our team is thrilled with this new system, and it is helping us create awareness and raise more support than ever before.

Events

With the advent of *Network for Good*, we initiated or supported several events. Among them were a pilgrimage to the Marian Shrines of Wisconsin (August), the Msgr. Gregory K. Ketcham Golf Outing (September), *An Evening with Dr. Ray* (October), and “pack the van” for Catholic Charities’ *St. Nicholas Charity on Wheels* (December).

Media

Catholic Spirit Radio has an active Facebook page with over 1,400 followers. Mother Angelica quotes are posted daily. We also post notices about our podcasts, important events, and special campaigns. Station volunteers continue to keep our website up to date 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. We also have a “Spirit Radio 89.5” listening app for iOS and Android.

Programming

While we continue to broadcast the *EWTN Global Catholic Radio Network* signal, we supplement this with non-ETWN programming from other networks such as *Virgin Most Powerful*, *Ave Maria Radio*, and *Catholic Answers*. We also produce our own shows, *Being Catholic* with Bob and Lynn Johnston, *Good News!* with Deacon Al Lundy, and *Catholic Conversations*.

Business Sponsors

Catholic Spirit Radio is very thankful to more than two dozen business sponsors that supported our radio station during 2021. These sponsors were from McLean and Livingston Counties. Sponsorships included 15- and 30-second radio messages, special Holiday messages, weather report recognitions, and digital billboard messages.

Support

Our 501(c)(3) non-profit network is entirely listener-supported. We receive no financial support from the Catholic Church, the Diocese of Peoria, or *EWTN Global Catholic Radio Network*. During FY21 (September 1, 2020 through August 31, 2021), supporters contributed \$70,150, a 10% drop in the prior year's giving due largely to the pandemic. Fortunately, we obtained a long-term, low-cost economic injury disaster loan from the federal government to help us bridge the gap in funding.

FY21 Financial Operations

The following charts summarize Catholic Spirit Radio's financial operations. The charts show calendar year income for 2021, and FY21 expenses which cover dates from September 1, 2020 through August 31, 2021. See our FY21 Financial Report for details.



EXPENSES BY CATEGORY FY21

