



SPIRIT RADIO

108 Boeykens Place • Normal, Illinois 61761
89.5 McLean Co. ~ 92.5 Bloomington-Normal
88.3 Pontiac ~ 97.1 Lincoln
www.catholicspiritradio.com

2019 Annual Report

Catholic Spirit Radio

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January 2020



Dear *Catholic Spirit Radio* Family,

Each day of life provides us with an opportunity to serve the Lord our God and to sing His praises. When we live the truths and values of our Catholic faith and follow His commandments, that is what we are doing. As Mother Angelica told us, "Every moment of life is like a sacrament in which we can receive God." It is through channels such as Scripture, Sacred Tradition, the Magisterium of the Catholic Church, homilies at Mass, prayer, and *Catholic Spirit Radio* that God comes to us, speaks to us, forms us, and directs us.

Every moment of every day, God challenges us to do good and avoid evil. He calls us to follow His Word and to help others come to salvation through the one, holy, catholic, and apostolic Church (cf., Matthew 16:18). With the support of our patrons, *Catholic Spirit Radio* plays a vital role in saving souls. As St. Paul reminds us, "Faith comes from hearing, and hearing through the word of Christ" (Romans 10:17).

Catholic Spirit Radio broadcasts the Good News of Christ 24/7 to Central Illinois, fulfilling the obligation of Christ's Great Commission to "make disciples of all nations" (Matthew 28:19a). Our programs provide Catholic perspectives on matters of faith and morals, conduct analyses of religious and social issues, host discussions about current events, and advise on problems and answers to questions. We also present the gift of faith to those who are willing to listen – be they estranged from the Church or simply lost – be they unchurched religious "nones," non-Catholic Christians, non-Christians, and even agnostics and atheists.

How do we do this? *Catholic Spirit Radio* provides answers to those who question, certainty to those in doubt, inspiration to those without hope, and companionship to those who are lonely. We know that we cannot wait for Christ's lost sheep to enter the fold of our churches to hear the Word of the Good Shepherd (cf., John 10:1-28). No, we – the laity – must go out into the dark places of the world (cf., Luke 1:79) where they reside to shine the light of Christ.

We have prepared this 2019 Annual Report for you, our *Catholic Spirit Radio* family. We hope that this report will lift your heart to know what good we are doing in your name for the love of God and the sake of souls. This report serves as a reminder of how we, with your support, are lifting hearts and minds to God.

Please pray for us daily so that the work of the Lord might be accomplished through our mutual efforts. Please remember us in your prayers and Mass intentions. And remember that each time you donate, you help us to reach more people in our community who so desperately need the light of Christ. Thank you for being a member of our family of supporters.

Sincerely yours in Christ,
Jon Hall, President & CEO
Catholic SPIRIT Radio



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Our Mission

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 to bring others to Christ through the Catholic Church. We evangelize the Catholic faithful and catechize non-Catholics, non-Christians, and non-believers. In compliance with the Great Commission of Christ to go out and preach to all nations (cf., Matthew 28:19a), our ultimate goal is to save souls for Christ.

Our History

Taking Mother Angelica's lead ("Unless you are willing to do the ridiculous, God will not do the miraculous."), Jon Hall founded *Catholic Spirit Radio* in 2011 on little more than a dream, a hope, and a prayer. Starting with only a tiny amount of seed money, he began broadcasting Mother Angelica's EWTN Global Radio Network signal from an abandoned telephone relay tower near Ellsworth, Illinois.

Our Reach

Starting with a single transmitter in 2011, *Catholic Spirit Radio* has grown to become a network of two radio stations and two translators licensed by the Federal Communications Commission. We broadcast to McLean County at 89.5 FM using the original telephone tower near Ellsworth, and to Bloomington-Normal from 92.5 FM from a translator in Bloomington. We transmit to Pontiac and Livingston County from 88.3 FM, and to Lincoln and Logan County from 97.1 FM. We have a potential listening audience of roughly 250,000 people.

Not only do we broadcast 24/7, we provide audio streaming online and through a listening app, maintain a website with lots of resources (including a prayer request feature and a list of Masses, Adoration and Confession times at Central Illinois churches), post inspiring messages daily on Facebook, produce two radio shows weekly dealing with topics of local interest, host the recitation of the Rosary by local school children, give talks through our Speakers Bureau, host field trips and pilgrimages, and create a quarterly newsletter - *Alive in the Spirit* - that provides updates about our growing radio network and stories about the actions of Catholics within our communities.

Our Support

Catholic Spirit Radio is staffed by fewer than a dozen lay volunteers who contributed some 3,950 hours of time and effort during 2019. There are no paid employees. Ours is a federally-recognized 501(c)(3) not-for-profit organization chartered in the state of Illinois. As such, we do not carry commercial advertising. We are sponsored by businesses and supported by donations from our listeners. We do not receive financial support from EWTN, the Diocese of Peoria, or the Catholic Church.

Our Team

Catholic Spirit Radio is directed and managed by a team of ten dedicated individuals. Jon Hall serves as director and chief operating officer. Ann Weber serves as administrative assistant and chair of the network's Advisory Board. Carl Wenning serves as Advisory Board secretary. The remaining Board members – Carolyn Wenning, Robert and Lynn Johnston, David Laue, Jerry LoPiccolo, Kathy Fulton, and Deb Lesser do most of the “leg work” of preparing materials for broadcast, fundraising, business sponsorships, and so forth. Fr. John Horton, also an Advisory Board member and a retired priest of the Diocese of Peoria, provides valuable insights.

Our Partners

Those who partner with *Catholic Spirit Radio* through their prayers and financial support become members of our ministry and share in its spiritual benefits. Remember, all Christians were tasked by Christ with the Divine Commission to “go out and teach all nations” (Matthew 28:19a). By supporting *Catholic Spirit Radio*, our partners assist with the work of the Lord, thereby fulfilling a big part of their obligation (cf., Luke 17:7-10). Catholic radio can and does have a tremendous effect on the fate of the souls who might not otherwise have access to the full truth of the Gospel.

The Year in Review

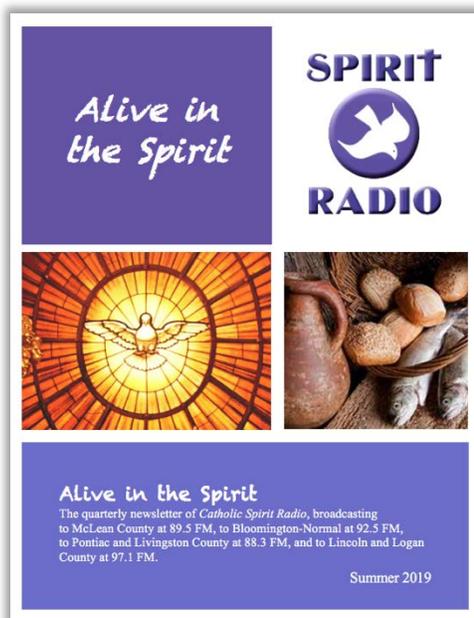
Accomplishments during 2019:

- *Catholic Spirit Radio* sent out over the airwaves the Good News of Jesus Christ 24/7/365 for a total of 8,760 hours to a potential audience of some 250,000 individuals in Central Illinois. With our broadcasts, we provided Catholic perspectives on matters of faith and morals, conducted analyses of religious and social issues, hosted discussions about current events and gave advice for problems and answers to questions. We did our best to give light to those in darkness, certainty to those in doubt, inspiration to those without hope, companionship to the lonely, and answers to the inquiring. We did what we could to share the fullness of truth with inquiring Catholics, non-Catholic Christians, non-Christians, and non-believers.
- We began broadcasting the *Catholic Spirit Radio* signal to Lincoln, Illinois and surrounding Logan County on May 2, 2019. After investing \$19,000 in licensing, transmitter equipment, a multiplexer, installation, and repairs, we are now using a 55-watt translator to rebroadcast our primary 89.5 FM signal at 97.1 FM.
- While we broadcast programming from EWTN Global Catholic Radio, Ave Maria Radio, and Virgin Most Powerful Radio, we continue to produce two radio shows of our own: *Catholic Conversations* with Jason Bramley and *Being Catholic* with Bob and Lynn Johnston. These programs focus on topics of local interest and are available as podcasts through our website www.catholicspiritradio.com.



Our Lincoln translator tower

- We conducted a touching and memorable trip to the Illinois Holocaust Museum in Skokie on Saturday, September 7th. There were 27 participants.
- We produced and started broadcasting a “children’s rosary” on Sunday and Wednesday evenings at 8:30 PM using the voices of Catholic school children in our listening area.
- We gave our first talk, “Glory to God in the Highest” through our newly established Speakers Bureau.
- We published a variety of documents over the year, including four issues of our quarterly newsletter *Alive in the Spirit*, our 2019 network tri-fold brochure courtesy of bopi (Bloomington Offset Process Inc.), Tune-In cards, and a few fliers. Of course, we produced an FY17-18 financial report and a *2018 Annual Report*, both of which are available on our network website.



- We developed a traveling display that has made its appearance at several parish events around the area.
- We raised nearly \$59,000 in funds through charitable giving, matching gifts, business sponsorships, parish appeals, mail and email campaigns, on-air solicitation, and bus trips.

“We know that all things work together for good for those who love God, who are called according to his purpose.” (Romans 8:28)





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IMPACTING FAITH AND COMMUNITY

~ *Catholic Radio Makes a Difference* ~

Catholic Radio makes a significant difference in the lives of those who listen! Recent EWTN, Covenant Radio, and Spirit Catholic Radio surveys* of radio listeners have found that Catholic Radio has a positive impact. This is how the impact is experienced:

- ★ 94% reported spending more time in prayer
- ★ 76% reported they have a better understanding of Church teachings
- ★ 66% reported attending a Catholic talk and/or conference
- ★ 64% reported spending more time in Eucharistic adoration
- ★ 63% said that they are better able to teach their children the truths of the Faith
- ★ 62% reported increased confession attendance
- ★ 61% reported increased charitable giving
- ★ 58% reported giving more time and talent
- ★ 57% reported being more pro-life
- ★ 54% reported attending Mass more frequently
- ★ 51% reported that they are more involved with their parish
- ★ 50% reported that they are not Catholic
- ★ 43% reported that they had experienced strengthened marriages
- ★ 31% reported having come back to the Church because of radio programming
- ★ 12% reported having their marriage saved

* EWTN Global Radio Network Survey; Spirit Catholic Radio Survey; Covenant Radio Survey

CATHOLIC SPIRIT: We are 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).

2018-2019 Financial Report

2820 Communications, Inc.

dba Catholic Spirit Radio

Accounting Period Sep. 1, 2018, to Aug. 31, 2019

Catholic Spirit Radio is a listener-supported affiliate of the EWTN Global Catholic Radio Network. We are an independently owned and operated radio network licensed by the FCC. We are managed by laypeople and broadcast with the approval of Bishop Daniel R. Jenky of the Catholic Diocese of Peoria.

We broadcast to McLean County, Illinois and beyond with a network of transmitters located in Ellsworth (89.5 FM), Bloomington (92.5 FM), Pontiac (88.3 FM), and Lincoln (97.1 FM). The network is a corporation chartered in Illinois. 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 network operates with the oversight of a three-member Board of Directors and an eleven-member Advisory Board. The Directors meet with the Advisory Board monthly to share reports and to plan and implement promotional and fundraising activities on behalf of the stations. Volunteers operate the network; it has no paid employees. Mr. Jon Hall is the chief operating officer.

Catholic Spirit Radio, in its current configuration, has a potential listening audience of approximately 250,000. The size of our market share is small but growing, as evidenced by the addition of two transmitter sites during the past year. The station makes a difference in the lives of those who listen, no matter how many or how few. See our flier *Impacting Faith and Community* for details.

2018-2019 Financial Report

Net Financial Assets:

Savings balance Sep. 1, 2018:	\$ 159.14
Checking balance Sep. 1, 2018:	<u>\$5,202.06</u>
Starting Balance Total:	\$5,361.20

Savings balance Aug. 31, 2019:	\$ 234.71
Checking balance Aug. 31, 2019:	<u>\$2,907.13</u>
Ending Balance Total:	\$3,141.84

Change of year-end balance:	\$(2,219.36)



Income:

Listener Donations	\$33,960.53
Business Sponsorships	\$ 8,810.00
Parish Appeals	\$10,495.00
Pilgrimages/Bus Trips	\$ 5,415.00
Total Income:	\$58,680.53

Expenses:

Pmt. on Lincoln Trans. Loan	\$ 4,250.97
Tower rental - Ellsworth	\$ 2,200.00
Tower rent - Pontiac (P13)	\$ 5,092.00
Tower rent - Pontiac (MTCO)	\$ 2,010.00
Illinois Power - Saybrook	\$ 5,694.70
Illinois Power - RR Tower	\$ 2,109.40
Liability insurance	\$ 1,846.50
Internet	\$ 992.04
Phone	\$ 719.87
Edenari-Aplos Accounting	\$ 922.98
Webhosting	\$ 170.50
Website	\$ 68.93
Stream hosting	\$ 234.56
Government fees	\$ 38.00
Equip repair/replacement	\$16,308.96
Tower maintenance	\$ 2,545.24
Voicework	\$ 125.88
Marketing expenses	\$ 1,945.00
Station events	\$ 5,075.25
Attorney fees	\$ 2,628.25
EWTN Conference expenses	\$ 2,689.74
Facebook/Google Ads	\$ 417.45
Fundraising expenses	\$ 1,031.39
Bank fees	\$ 89.00
Office supplies	\$ 941.08
Postage	\$ 752.20
Total Expenses	\$60,899.89

Net Income (Loss): **\$(2,219.36)**

Liability (Lincoln Trans. Loan Bal.) **\$ 8,321.00**