

ANNUNCIATION RADIO INC.

S U M M A R Y B U S I N E S S P L A N



Dedicated to bringing

EWTN
PROGRAMMING

to Denver and the
Colorado Front Range

Our Holy Father tells us that radio offers perhaps the closest equivalent today to what Jesus was able to do with his preaching two thousand years ago.

Yet Colorado has no Catholic radio station. Annunciation Radio was founded to fill that need. We want to spread the Gospel of Christ to people in Denver and the Colorado Front Range.

In cities where Catholic radio is operating, thousands of converts are joining the Church, unprecedented numbers of fallen-away Catholics are returning to the Church, and many life-long Catholics are finding so much meaning in the faith that they are becoming active in their parishes rather than mere Sunday church-goers.

Like those cities, Denver needs strong Catholics to fight against the Culture of Death pervasive in today's society. Respect for life in all stages is diminishing. Millions of babies are aborted every year as euthanasia gains more and more support.

Annunciation Radio will give us the ammunition to fight that influence of evil. We will primarily broadcast the signal from the radio arm of the Eternal Word Television Network (EWTN).

We know our effort will be successful because Annunciation Radio is using the same formula that has worked in other cities such as Omaha, Seattle, Madison, Sacramento and Buffalo. The formula has never failed.

It works like this:

One, Annunciation Radio is not-for-profit and will be tax-exempt. There are no stockholders and no paid directors. The station will begin operation with only one paid employee, the General Manager. Annunciation Radio will be operated by donations from the listening public, much like EWTN itself. Every dollar donated will be tax-deductible, and future business sponsorships will go back into running and maintaining the station.

Two, Annunciation Radio will begin by broadcasting EWTN programming 24 hours a day, seven days a week. That programming will be available at no cost to us. The EWTN lineup features everything from scripture study and lives of the saints to Catholic world news and both sacred and contemporary Catholic music. Other programs feature guest speakers with a call-in question-and-answer format. Some of the most popular programs are *Catholic Answers Live*, *The Journey Home*, *Living His Life Abundantly*, *Household of Faith*, *The World Over*, and more. As station support grows, we will have the opportunity to feature local programs or events that are of special interest to the Archdiocese.

Three, control of Annunciation Radio is *local*. Because our Executive Director, Board of Directors and everyone on the organizing committee live in the Denver area we can keep an eye on all operations. We are registered with

*The Lay
Faithful must
"take an active,
conscientious and
responsible part
in the mission
of the Church
in this
great moment
in history..."*

— JOHN PAUL II,
CHRISTIFIDELIS LAICI, 3

*"I'm glad to
give my blessing
to everyone
who takes part
in your efforts,
and I promise
to keep you all
in my prayers."*

— MOST REVEREND
CHARLES J. CHAPUT,
O.F.M. CAP.
ARCHBISHOP OF DENVER
JULY 12, 2002

the Colorado Secretary of State as Annunciation Radio, Inc. Annunciation Radio is a member of the Colorado Broadcasters Association.

Four, twenty other successful Catholic radio stations are bound together in a cooperative group called the Catholic Radio Association. We share ideas and resources, and all of us for the large part use EWTN radio programming. Annunciation Radio is part of this group that includes Ave Maria Radio in Ann Arbor, Immaculate Heart Radio in Sacramento, Sacred Heart Radio in Minneapolis–St. Paul, and Queen of Peace Radio in Jacksonville, Florida.

The Annunciation Radio organizing committee consists of around a dozen people with diverse backgrounds who were drawn together by the Holy Spirit for the sole purpose of bringing Catholic radio to Denver.

Our Board of Directors includes a businessman, a scientist and an attorney.

Our Executive Director is an expert in advertising, marketing and communications.

The assemblage brings experience in broadcasting, computer programming, travel, teaching, accounting, real estate, and investments.

Our Spiritual Director is Father Antoine Thomas of the Community of St. John. Among our Advisors are the distinguished Fr. Frank Pavone of EWTN, and Fr. Stan Fortuna, CFR. Msgr. Thomas Barry of *Our Lady of the Snows* parish, Granby, is our Advisor Emeritus.

Every word uttered on Annunciation Radio will be true to the teaching of the Magisterium of the Catholic Church with the full doctrine as intended by its founder, Jesus Christ. Annunciation Radio is faithful to the decrees of the Second Vatican Council and loyal to the Archbishop of Denver, Charles J. Chaput., O.F.M. Cap.

Financial commitment, volunteerism and many prayers will be needed to get Annunciation Radio operational.

A station clear and powerful enough to reach up and down the Front Range will cost \$3.5–\$5 million. In order to purchase a station, we need support from generous benefactors, as well as individual pledges and contributions. Once Annunciation Radio is on the air, operating costs will be around \$150,000 annually.

Prayer is non-stop. Many on the organizing committee attend daily mass and offer daily rosaries for the success of Annunciation Radio. We have consecrated ourselves to the Militia of the Immaculata, an apostolate founded by St. Maximilian Kolbe, the patron of mass media. We ask all Catholics for a similar commitment: Annunciation Radio belongs to the people.

Colorado needs Annunciation Radio to transmit the splendor of truth. We have the formula that assures its success. The Holy Spirit is with us. We invite you to be with with us, too.

*Our mission is
to advance
God's work of
redeeming and
sanctifying
the world,
and to bring
all people to
salvation in
Jesus Christ.
That's our
mission in
community
as a Church;
and individually
as believers.
We own it.
We can't
delegate it
away.*

—ARCHBISHOP
CHARLES J. CHAPUT,
O.F.M. CAP.
"SPEAKING THE TRUTH
IN LOVE"

Oh Mary, conceived without sin, Pray for us who have recourse to thee. • St. Maximilian Kolbe, Pray for us.

To find out more about us or how you can help, call Dennis Machlica, Executive Director, at 303-759-0175, or Bob Lemming, Chairman of the Board, at 303-394-4532.