



# Into the Deep

*“Put out into the deep and let  
down your nets for a catch.”*

*Luke 5:4*



## *“Into the Deep”*

While the crowd was pressing in on Jesus and listening to the word of God, he was standing by the Lake of Gennesaret. He saw two boats there alongside the lake; the fishermen had disembarked and were washing their nets. Getting into one of the boats, the one belonging to Simon, he asked him to put out a short distance from the shore. Then he sat down and taught the crowds from the boat.

After he had finished speaking, he said to Simon, “**Put out into deep water and lower your nets for a catch.**” Simon said in reply, “Master, we have worked hard all night and have caught nothing, but at your command I will lower the nets.”

When they had done this, they caught a great number of fish and their nets were tearing. They signaled to their partners in the other boat to come to help them. They came and filled both boats so that they were in danger of sinking.

When Simon Peter saw this, he fell at the knees of Jesus and said, “Depart from me, Lord, for I am a sinful man.”

For astonishment at the catch of fish they had made seized him and all those with him, and likewise James and John, the sons of Zebedee, who were partners of Simon. Jesus said to Simon, “**Do not be afraid; from now on you will be catching men.**”

*Luke 5: 1-10*



# Guadalupe Radio Network

La Promesa Foundation

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## GRN STATIONS

1160 AM WMET  
Gaithersburg -  
Washington DC

910 AM KATH  
Dallas-Ft. Worth

850 AM KJON  
Dallas-Ft. Worth  
(Español)

89.7 FM KJMA  
San Antonio

1150 AM KLPF  
Midland-Odessa

90.9 FM KVDG  
Midland-Odessa  
(Español)

88.5 FM KBMD  
Marble Falls

91.3 FM KBKN  
Lamesa

91.1 FM  
Morton

89.9 FM  
Van Horn

91.5 FM  
Kermit

91.7 FM  
Wellington

91.3 FM  
Clayton, NM

Dear Friend in Christ,

We are all too familiar with the daily trials and sorrowful events that occur in life, which can have a discouraging and despairing effect. But as Catholics, we are a people of faith and hope which is a message our world desperately needs to hear.

It is clear that we are in the information age - an age, which will assist in spreading of the Truth. Sadly, it will also allow errors to spread that will confuse the people who seek to know God. There is a large audience of 28 million listeners to "Christian Stations" yet the Catholic voice was late in joining the growing field of religious radio. Millions of Catholics are adrift in a sea of confusion about the most basics of our faith.

In recent years there has been a movement among lay Catholics across America, to combat this problem via the radio airwaves. La Promesa Foundation joined this powerful effort when we launched our first Catholic Radio Station in Midland, TX in 2000, and today operate the Guadalupe Radio Network with 14 radio stations in Texas and New Mexico and now Washington DC.

In May, the Guadalupe Radio Network began leasing and operating **WMET 1160 AM**, a 50,000 watt daytime and 1,500 watt nighttime station, reaching over 5 million people with the Truths of our treasured Catholic Faith.

WMET will be a tremendous fishing vessel for the Lord, casting its net across Washington DC, Western Maryland, and Northern Virginia. Guadalupe Radio Network needs your help with Project "**Into the Deep**". To insure the stability of WMET, our needs are three-fold.

1. Raise one years operating expense of \$889,000
2. Raise advertising and marketing funds of \$100,000
3. Enlist volunteers to help promote the station and to be Liaisons with their Parish.

Good Catholic Radio has proven to be one of the most effective means for teaching the faith and building up Catholic families, and it is an essential tool for evangelization. Therefore, with your help we can make a difference in the lives of millions of people with the best programming from well known Catholic Apologists, Theologians and Speakers from all over the world with inspiring programs that change lives eternally by promoting Catholic faith and values.

Your prayerful support and financial help will make the vision of Catholic Radio a reality. We truly need your help at this time and hope you will respond generously. May God richly bless you for your prayers and support.

Sincerely in Jesus and Mary,

Leonard J. Oswald,  
President

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## Executive Summary

- There is a real need in today's world to spread a **positive message of faith and hope through the media** - radio is a **proven means** for spreading this message.
- Solid Catholic radio programming, based on the teachings of the Magisterium of the Church, have **proven to be a very effective** means for teaching the Faith and building up strong Catholic families, which are so desperately needed.
- Guadalupe Radio Network is **immediately trying to raise operating and marketing funds with the help of individuals and businesses** who are committed to making a positive difference in the DC community.
- WMET reaches 4.5 million people and with such a large population we are in need of an army of **volunteers to help** promote and give a hand to the station with the Call Centers during Radiothons and help the station air their Parish announcements.
- Based on La Promesa Foundation's 14 year history, and 10 years in radio operations, **the ongoing operation of a DC area Catholic radio station will become self sufficient** with the proven fundraising techniques that will be utilized.

# **“Into the Deep”**

## **Project Plan**

### **Project Goal**

The goal of project “*Into the Deep*” is to raise the operating and marketing expenses for the first year of operation for WMET 1160 AM, and to recruit a army of volunteers:

- To promote the station to their local Parish and beyond.
- To help with the Call Center during our on air live Radiothons.
- To be a liaison between their Parish and the station with events and activities taking place in the Parish that will be aired on the station at no cost.

### **Why Radio? Why Catholic Radio?**

Radio is the only media option available that can establish an immediate, personal, one-on-one relationship with people. It reaches virtually everyone, everywhere, at all hours of the day and night. There are numerous reasons why there should be a radio station in the DC area with Catholic programming:

**Sound Gets People’s Attention** - Repeated studies have shown that “the ear is superior to the eye; people remember more if they hear words than if they see them.

**Opportunity To Fill a Need** - Be able to reach a large portion of the Catholic population that may not have access to any other Catholic medium.

**Radio is Listened To!** - Radio reaches 96% of all persons 12 years and older; Americans spend more time with Radio between 6:00 am and 6:00 pm.

**Knowledge Can Inspire** - No other medium can rival Radio’s ability to target listeners. The overwhelming message through Catholic Radio is that Jesus bestowed many graces upon us, and that He is alive and active in His Church and deeply involved in the lives of His people.

**Radio Gets Your Message Out** - People enjoy listening to the Radio. They trust it like they trust a friend, and they pay attention to what they hear. There’s no better climate than Radio to communicate the truths of the Catholic Faith.

**Participation Provides Answers** - Radio has a **proven record** of engaging listeners and emotionally connect them with the message of God’s love. It provides a Catholic forum through which the listener can express their viewpoints as well as ask questions of some of the Church’s top theologians.

**To Fill a Void** - There are currently 21 local Christian Radio stations in the DC market, but with no Catholic perspective presented in any of the programming.

**Radio Provides Flexibility** - Radio reaches people everywhere. It’s invited into virtually every home, car, and workplace. It goes wherever listeners go, whether they’re relaxing, exercising, traveling, shopping or listening to it at work.

**In Response to a Need** - A **proven means** to reduce the flow of Catholics leaving the faith due to a lack of knowledge or misunderstanding of Catholic teaching.

Provide Answers for Current Day Problems - Catholic Radio addresses the problems that face our Nation and our world from the faithful tradition of the Catholic Church.

Radio Is the Medium of Choice All Day - Four out of five adults (81%) listen to a car Radio each week, and one out of three (36%) listens to radio at work. Some 70% of them listen to their favorite station at work, and 64% of those who listen at work listen to the same station as they do in their car.

Be a Source of Family Strength - A **proven way** to help strengthen families so that they can be better and stronger by addressing issues that touch their lives with Catholic teaching.

The Lost and Hungry in Our Society - It is easy to recognize that there are many hurting people in our society. Indeed, Jesus' world was also full of those who were hurting and lonely, broken and sick.

It was those people that Jesus ministered to. Jesus loved each person he met and shared with them his message of love and forgiveness. We are called to follow Christ's example - to reach out in love to those in need - to teach those who are hungry and searching for truth. We must bring the Faith to the crippled and poor of the world.

### The Mission of Serving the Church

The Church today utilizes many avenues of evangelization and catechesis. These include Catholic schools and hospitals, as well as RCIA and religious education programs. Too many times though, these programs do not always successfully achieve the goal of spreading the truths of the Faith to those they encounter and to whom they minister. Examples of this include:

- Just "10% of lay religious teachers accept church teaching on contraception. 53% believe a Catholic can have an abortion and remain a good Catholic. 65% believe that Catholics may divorce and remarry."
- 77% "believe one can be a good Catholic without going to Mass on Sundays."
- Responses to the "Survey of Persons Who Were Received Through RCIA" show that only 50% of those who went through RCIA were actively involved in a "ministry or committee in the parish... or any other" service.
- Almost half of all Catholic high schools in the United States have closed since 1965. About 4,000 Parochial schools closed their doors, and the number of students is now below 2 million - down from 4.5 million.

Catholic Radio is a **proven way** to help the Church in today's media orientated environment. Some examples of the power of Catholic Radio are:

Quality Catholic Programming - La Promesa Foundation is committed to bringing the best quality and content of Catholic programming available to the airwaves. EWTN Global Catholic Radio and Ave Maria Communications provide the type of programming that is in line with the teachings of the Magisterium of the Church. You will hear from some of the most renowned Priest, Theologians and Apologist in the Church today on a daily basis

As a Means of Catechesis - Catholic Radio fills a special role by teaching Adults in the Church about the Faith. Through the topics presented on Catholic Radio, the laity grow in knowledge of their Faith. This knowledge translates into increased devotion and love of the Faith along with more fruitful living of the Faith in society.

Parish Announcements and News - In service to the Catholic Churches and Catholic organizations in the DC listening area, they will be able to air announcements about upcoming events and Church activities for no charge.

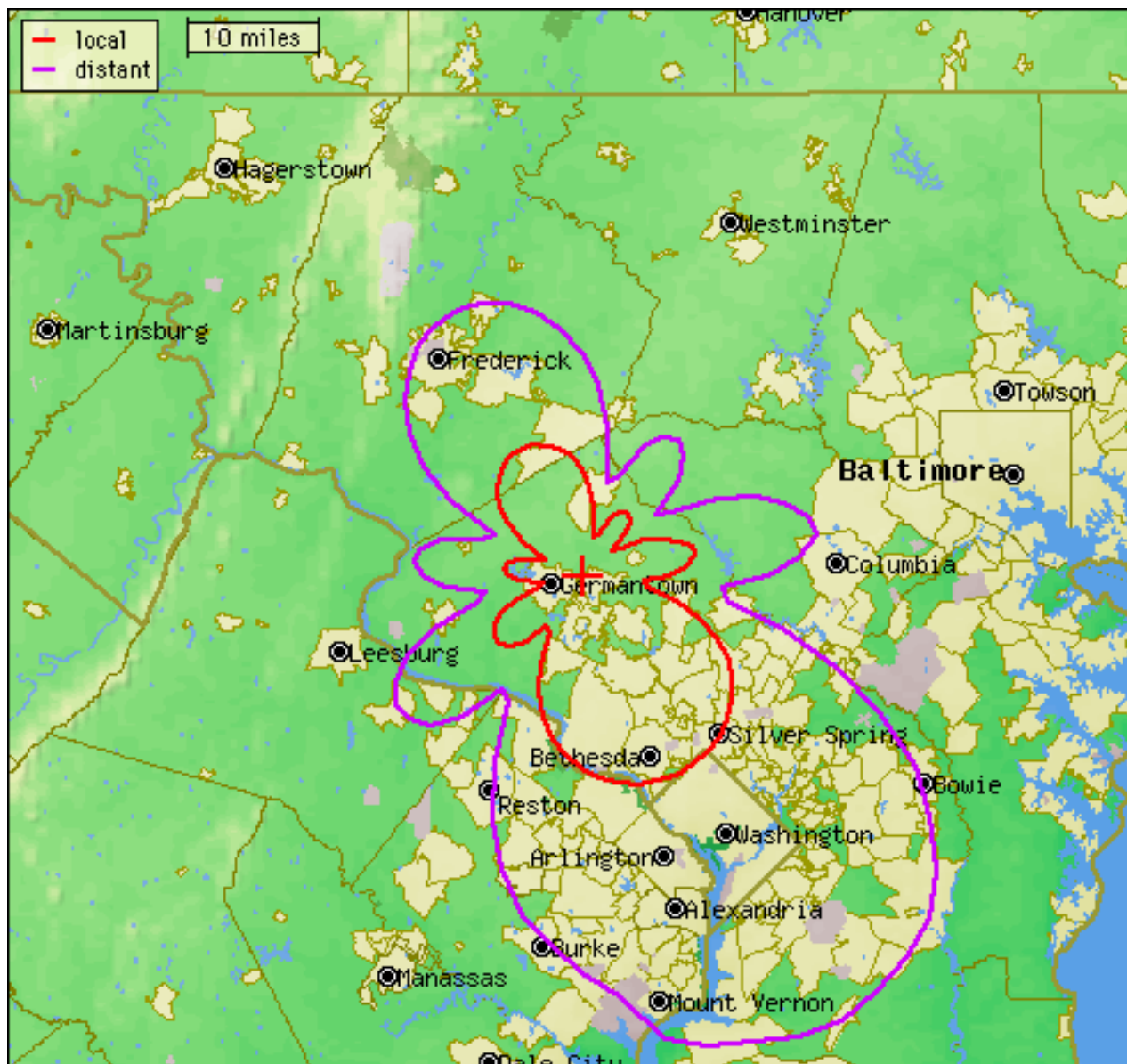
There will also be live local shows featuring interviews with Clergy and laity who are involved in building up the local Church. There will also be news of importance to the Catholic Community along with coverage of live events taking place in the area.

Project Plan and Timing The cost to operate WMET annually is \$889,000. Due to the fast nature with which WMET was purchased by a very generous family in order to lease to Guadalupe Radio Network, we are in a very crucial time to start raising operating funds since we will commence operations in May 2010. Marketing the station is critical to its ongoing success and advertising is extremely important in the early days. Therefore, we would like to launch a marketing campaign with bill boards, ads, bus signs, Parishes bulletins and more. This project is estimated to cost \$100,000, but will result in souls listening to the station.

Daytime coverage map at 50,000 watts:



Nighttime coverage map at 1,500 watts:



## Station Operation

### **Operating Cost**

The annual operating cost is estimate at \$889,000 and includes all costs to operate the station 24/7.

- |                                   |                        |
|-----------------------------------|------------------------|
| - Station Lease                   | - Telecommunications   |
| - Salaries & Benefits             | - Fees & Permits       |
| - Office/Transmitter Site Rentals | - Repair & Maintenance |
| - Utilities                       | - Insurance            |
| - Office Supplies/Equipment       | - Radiothons           |

The Salaries & Benefits include the requirement of 2 full-time employees:

- Initially, a General Manager will be hired to help in the daily operation of the station and its mission to serve the Church.
- At some point after the operation becomes established and the financial situation more stable, a second employee will be hired.

After the second or third Radiothon is held, it is anticipated that the station should be self-sufficient from that point forward, and will not require any special fundraising like the “Into the Deep” Project.

This is based on the successes Guadalupe Radio Network has experienced in the Radiothons that have been conducted to date.

### **Ongoing Funding and Financial Support**

As a non-profit organization of lay Catholics our financial support will come from four different fundraising types:

1. **Radiothons** - These semi-annually fundraisers are the most effective means of raising on-going support for the station. Guadalupe Radio Network’s past experience has shown that through the 4-day live event, the listeners truly want to participate in keeping their station on the air. We have seen our total income from each Radiothon more than double over a 3 year period as listenership grows.
2. **Underwriting** - Businesses will be able to underwrite an hour, or a day, of programming. Underwriting Catholic programming on radio is a great way for any business to grow in the Catholic market. Catholic organizations such as the Knights of Columbus and Women’s Groups will also be able to promote their activities by the means of underwriting their favorite programs.
3. **Sponsorships** - Individuals can become a part of the ‘Guardians for a Day’ program. Through the Guardian program, people can remember a loved one, or dedicate the day to someone special. Some Guardians wish to promote a special Feast day in the Church, while others choose to honor someone in the community.
4. **Special Events** - The station will sponsor special event fundraisers during the year, such as banquets, that will provide some of the well known speakers that are heard on Catholic Radio.



**Radio for Your Soul!**

*“KLPF brings to life what the catholic in Catholic is all about. Catholics enjoy a vastly different worldview than Protestants. KJBC is our Catholic ‘Window on the World’. Graces flow to all the listeners and one cannot help but be affected and changed by God’s truth. To be able to have God’s truth travel with you is wonderful. The word made flesh feeds us and is truly become ‘Our Daily Bread!’” M.F.*



*“I am a Baptist Preacher and I did not know that Catholics studied or preached the Word of God until my wife and I started listening to Catholic Radio. We have been so inspired at what we heard it has given us a great hunger to know more. I left the Church when I was young and never understood what I left behind, until I stated listening to the local Catholic station. Just turning on the radio dial has led us to join RCIA and come back to the One Holy Catholic and Apostolic Church.” B.G.*



*“My wife and I left the church several years ago. We had a terrible marriage and fought everyday. For years our home was filled with anger and hate. Then I started listening to Catholic Radio.. We joined RCIA and came back to the Sacraments. It has been over a year now and there is such love, peace and happiness in our home that I never dreamed could happen. We have experienced first hand the life changing grace the Sacraments provide. Although I do not have much money I will always do whatever I can to help the Foundation, because through this ministry my family and I have come back home to our faith.” R.M.*



*“I am extremely grateful to those who support Catholic Radio. I had been away from the Church for over 23 years. So long, if the ministry of Catholic Radio had not existed, I doubt I would have found my way home. God bless you for helping the Guadalupe Radio Network, because you helped me.” H.L.*



*“I recently found myself in a family crisis. I felt such a deep sense of hopelessness and felt I had no where to turn. I unexpectedly picked up the phone and called the Catholic Radio host Dr. Greg Popcak. That one simple phone call brought hope and inspiration to a situation that I found overwhelming. Thank you, to all the faithful supporters of Catholic Radio. Everyday you make someone else’s life a little brighter.” S.K.*



*“I was sitting on the side of my bed with a loaded 45. The difficulties of life had become overwhelming and I felt I could not go on any more. The radio was turned on and I heard Fr Corapi say, ‘Don’t kill yourself.’ I didn’t and I am alive today because of Catholic Radio. It has become my lifeline.” M.M.*



*“I was able to give up my gay lifestyle because of listening to Fr. Corapi. My son was able to convince his girlfriend not to have an abortion after listening to Catholic Radio. Today I am a grandfather, thanks to Catholic Radio. Know that you are making a difference.” Anonymous*



## 1160 AM WMET

ET	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00 AM	Faith & Culture	The Son Rise Morning Show with Brian Patrick (Live)					Major Religious Orders
6:30 AM	Marriage: Broken & Blessed						Defending Life
7:00 AM	Deep in Scripture (encore)	Fr John Corapi					The Journey Home (encore)
7:30 AM							
8:00 AM	Sunday Mass from EWTN Chapel (Live)	Daily Mass from EWTN Chapel (Live)					Reasons for Our Hope
8:30 AM							
9:00 AM							
9:30 AM	EWTN Bookmark	Mornings with Mother					Vatican Insider
10:00 AM	Top of the Week						
10:30 AM	Super Saints	Women of Grace with Johnnette Benkovic					The World Over (encore)
11:00 AM	Light of the East						
11:30 AM	Sunday Mass (encore)	Heart, Mind and Strength, Dr Greg & Lisa Popcek					Catholic Business Hour
12:00 PM							
12:30 PM							
1:00 PM	Vatican Radio Weekend	The Doctor Is In					Daily Mass
1:30 PM							
2:00 PM	The World Over (Encore)	AT HOME with Jim & Joy (LIVE)	Reasons for Faith (LIVE)	Deep In Scripture (LIVE)	Faith & Family (LIVE)	Reasons for Faith (Live)	St. Joseph Radio Presents (Live)
2:30 PM							
3:00 PM	Life on the Rock (Encore)	DIVNIE MERCY CHAPLET					The Good Fight with Barbara McGuigan (Live)
3:30 PM							
4:00 PM	DMC/Stories from the Heart	John Martignoni	Barbara McGuigan	Fr. Mitch Pacwa	Patrick Madrid	Colin Donovan	DMC/Stories from the Heart
4:30 PM	Vatican Insider						EWTN Bookmark
5:00 PM	Marriage: Broken & Blessed	Kresta in the Afternoon					Sunday Night Live with Fr. Groeschel (encore)
5:30 PM	Theology ...for Teens						
6:00 PM	Sunday Benediction (Live)	Catholic Answers Live					Faith & Culture
6:30 PM	Crossing the Goal						Defending Life
7:00 PM	Sunday Night, Live with Fr. Benedict Groeschel						Vatican Radio Weekend
7:30 PM							The Choices We Face

[Listen online at www.grnonline.com](http://www.grnonline.com)

• RADIO FOR YOUR SOUL



## *Guadalupe Radio Network*

### Volunteer Opportunities

**Parish Representative:** This Volunteer helps as a liaison between the Parish and the station, working with the Director of Community Relations. They keep us updated as to what is taking place in the Parish so that we can get announcements on the air. With the permission of the Parish Priest they give brief Parish Talks on the weekends after Masses, to promote the station. Parish Reps distribute Flyers, Station Cards, hang station banners and other promotional items. This important person also helps us reach out to Catholic owned business who would be advertisers on WMET 1160 AM.

**Call Center Volunteer:** We need people who will answer phones from donors during the Radiothons. We hold two Radiothons each year starting on a Tuesday and ending on a Friday.

**Office Volunteer:** We need help with data entry, answering phone calls, writing copy for production and other various office tasks.

**Production help:** We will need help in the studio, doing PSA'S, Voice -overs, so we are looking for folks with a clear strong radio voice. They would also be able to help with on-air work during Radiothons or other events.

**Prayer Warrior:** We need lots of prayer. Can you help organize people who are our GRN prayer warriors? If so, we need you!

Please call, Jessica Lanza, Director of Community Relations at 202-344-7151

Thank you and God bless!

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