



## Catholic Radio - More Essential Than Ever

In the last 20 years, Catholic radio has proven to be the most effective way to help Catholics stay connected to their faith. Through its teaching and devotions, it has served as solid ground for Catholics who strive to practice their faith in an ever-increasing secular world, reaching Catholics who no longer practice their faith, and inviting non-Catholics to learn about the Catholic Church.

Now, Catholic radio is more essential than ever.

Catholic radio serves as a consistent and intimate presence, helping Catholics and non-Catholics alike make sense of a confused and hurting world and stay close to the founder of our Church, Jesus Christ. It provides spiritual guidance and insights and is a powerhouse of Catholic education, 24 hours per day, 365 days per year.

The Catholic Radio Association exists to strengthen Catholic radio apostolates with best practices in all areas of Catholic radio operations. We share wisdom and seek to help stations across the country fulfill their primary mission, reaching more souls for our Lord, supporting our local clergy, and strengthening our Church. Together we are strong.

Would you like to help the Catholic Church you love? Do you look for ways to help, support, and encourage your priests and Bishop?

You can accomplish these objectives and so many more by supporting your local Catholic radio station and the organization that strengthens your station, the Catholic Radio Association. In a survey conducted by the CRA, 94% of listener respondents stated that they

were more spiritually engaged and inspired by listening to Catholic radio. The most common comment we hear is, "I've never learned so much about my faith." These are results you can help foster through your support.

From Venerable Archbishop Fulton Sheen. *"There are not one hundred people in the United States who hate The Catholic Church, but there are millions who hate what they wrongly perceive the Catholic Church to be."*

You can make a significant difference in the lives of Catholics and non-Catholics alike by educating listeners in the truths of our Catholic faith. The organization that supports Catholic radio can reach more souls for Christ and His Church. Thank you for supporting your Catholic radio family and making a difference in millions of lives!

**92%** of Catholic radio listeners report that they practice their religion "strongly or very strongly."

**96%** of listeners attend Mass at least weekly with nearly half reporting that Catholic radio has influenced them to attend Mass more frequently.

**95%** of listeners describe themselves as more spiritually engaged after listening to Catholic radio.

**Over 50%** of listeners have become more engaged in the life of their parish.

**65%** of listeners give more to their parish and other charities