

“We must be relentless in seeking ways to promote and facilitate the full incorporation of Hispanic Catholics into the life of the Church and its mission.”

It entails a collaborative effort with the entire community and honors their history, their faith traditions, and the contributions Hispanic Catholics have made in service to the Church and society.”

-- Encuentro and Mission:
A Renewed Pastoral
Framework for Hispanic
Ministry, U.S. Bishops, 60.

THE CRA IS HERE TO HELP

The Catholic Radio Association was founded in 1999 to serve as the trade association for Catholic radio. The CRA works to advance the cause of Catholic radio by providing member services, facilitating the sharing of knowledge and resources, and speaking with a unified voice for its members. The Association's membership includes virtually all Catholic radio apostolates in the country, Catholic radio program providers, the USCCB, and several (arch)dioceses.

MEMBER SERVICES

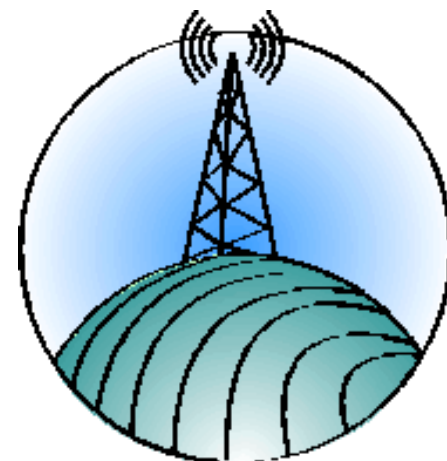
- Diocesan Media Integration
- English and Spanish Programming
- Station acquisition assistance
- Equipment Discounts
- Newsletters/Information Exchange
- Loan Program
- Resource Sharing
- Engineering/technical
- Station operating systems
- Fundraising/Marketing
- Special events
- Grant program for mission territories

Catholic Radio
ASSOCIATION

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Catholic Radio



**Reaching Out
to the
Spanish
Speaking**

WHY REACH OUT TO HISPANIC AMERICANS?

- 7 out of 10 Hispanics living in the U.S. are Catholic.
- Since 1960, 71% of the total U.S. Catholic population growth is due to Hispanics.
- 39% of the total U.S. Catholic population is Hispanic.
- Hispanics are the majority of parishioners in 20% of all U.S. parishes including many in your area.
- Hispanic traditions and customs are rooted in the Catholic Faith.
- Hispanics are the largest minority in the U.S.
- 13% of the entire U.S. population is Hispanic.
- By the year 2020, the Hispanic population is projected to grow to 52.7 million.
- By the end of the decade, Hispanic spending power is projected to reach 1 trillion dollars.
- Hispanics are extremely generous with those who care about their needs.

--Statistics and information provided courtesy of Walter *Córdova*, EWTN.

FREE SPANISH PROGRAMMING

Eternal Word Television Network offers free Spanish programming. EWTN's AM/FM Spanish radio service, Radio Católica Mundial, is among the best Spanish Catholic programming in the United States. EWTN's AM/FM radio service is delivered through various types of media; satellite, CD, and the Internet. Our service includes:

- Programming that is completely free of charge
- Up to four minutes per hour of local commercial time
- Original programming in Spanish
- Ability to rebroadcast as little as 30 minutes a week or as much as 24 hours daily
- Free promotional support



CONTACT EWTN

“Our commitment to reinforce traditional family values has made Radio Católica Mundial the most accepted Spanish Catholic radio programming throughout Latin America, and Spain.

Our marketing staff will work with local Catholic parishes to promote and inform potential listeners that outstanding Spanish Catholic programming is available on the local radio station.”

-- *Walter Córdova*,
National Marketing Manager,
Spanish Networks

To sample EWTN's Spanish programming, visit http://www.ewtn.com/spanish/radio_información.htm.

For more information on EWTN's Spanish Programming, contact:

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