

# Billings Catholic Radio guide to Underwriting



**Our Mission:**  
Using the power of radio to  
evangelize, educate, and  
inspire a faithful life in  
Christ.



# Radio with a mission

## Welcome to Billings Catholic Radio:

**Beginning in 2007 with a dream, the board of Agnus Dei Communication gathered to form a 501c3 non-profit to fulfill the desire of many for a local Catholic radio station. While partnering with the EWTN Global Catholic Radio network, to provide the very best in Catholic programming, the board quickly earned the faithful support of nearly 1000 donors to purchase a full-power AM station and it's FM translator. Today, Billings Catholic Radio broadcasts on 1240AM and 97.5FM. We also provide a 24 hour stream via [www.kjerradio.com](http://www.kjerradio.com) and in 2015 launched our mobile app for Android and Apple devices. We continue to use all available means to "share the Good News with all creation" ~ Mark 16:15**



## Why Underwrite Programming on Billings Catholic Radio:

**We broadcast to over 125,000 potential listeners across 7 counties in south central Montana. We reach listeners at home, in their car, online or on their smartphone.**

**Our programming is message oriented. Listeners tune in to hear a message, not just background noise.**

**Your underwriting on Billings Catholic Radio creates a point of support between business and the Christian community. Many Christians desire to do business with others who uphold their belief system.**



## What is Underwriting:

**Businesses, organizations or churches who wish to support Billings Catholic Radio by underwriting a portion of our programming receive on-air acknowledgement of their support through recorded announcements. These announcements may promote your business, services, location, years in operation and contact information.**

## Benefits of Underwriting:

**Underwriting is not commercial advertising, but it can provide your business or organization with some of the same benefits as well as benefits that commercial advertising can't offer. Catholic radio can be a powerful public relations tool. Listeners have a positive image of businesses that support Catholic radio and report their purchasing decisions are influenced by such underwriting support.**



## How Can I Learn More:

**To learn more about how your business or organization can become a sponsor for Billings Catholic Radio, please contact General Manager, Roy Brown. He will walk you through the process of underwriting programming on Billings Catholic Radio within your budget. Billings Catholic Radio strives to promote business underwriters who desire to serve the Catholic community with honesty and integrity and support teachings consistent with the Catholic Church.**



## People who listen to Catholic Radio:

- **94% more spiritually engaged & inspired**
- **69% can better share their faith with their children**
- **51% are more involved and give more generously to their church**
- **47% attend Mass more frequently**
- **12% had their marriage saved**

### **Please note:**

**Non-Commercial guidelines apply and Billings Catholic Radio reserves the right to edit for adherence to broadcast standards and may refuse any submission and is under no obligation to broadcast or post any information.**

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