



## Cavins, Piper Join Twin Hearts Board

The board of directors of Twin Hearts Media is now a group of five. To the Hapka, Heider, Bethausser team has been added Barb Piper and Jeff Cavins. Barb brings a most welcome background of business and broadcasting to Twin Hearts. Jeff (a well-known EWTN television host himself) brings an infectious enthusiasm, a wealth of media experience and a connection to a host of Catholic personalities. Welcome aboard, Barb & Jeff !



Barb Piper in the KYCR Studio

## July Kickoff Event

Twin Hearts opened a 105-day pledge drive on July 23 with the "Kickoff Event" at the Church of St. Raphael in Crystal. Jeff Cavins guest-hosted the evening, and each of the Twin Hearts board members presented information and answered questions from the more than 150 guests attending.

Mark Hapka, Twin Hearts president, presented the business plan for Twin Hearts Media, explaining both the long and short-term goals. The purchase of a radio station costing \$2 million to \$7 million is the long-term goal. The short term goal is to purchase time on an existing station to have a Catholic radio presence in the Twin Cities.

Twin Hearts Media is following a tried and true path for starting a Catholic radio station. It will be a non-profit, non-commercial venture. Operating costs are projected to be low at around \$120,000 a year, coming mainly from listener support.

Initial programming will be provided by EWTN's free satellite feed. As the station grows and listenership increases, Hapka expects Twin Hearts to be able to begin airing local shows.

## Pledge Drive News

At the July 23 Kickoff Event, many of the nearly 200 guests attending donated funds and made pledges to Twin Hearts. The guests donated nearly \$3,000 that night. To date, more than \$25,000 in donations and

pledges has been raised. Pledges of support, even if no donation is possible, are also important. "Every pledge represents a growth in support to help bring Catholic radio back to the Twin Cities" said Mark Hapka. All measures of support are valuable in gauging interest in the radio ministry, since major donors are more willing to assist when there is a groundswell of support. Even just being on the mailing list helps support Catholic radio. But, according to Hapka, "the most important way in which you can support this work is to pray, pray, pray".

## Media Kits are Now Available

The best way to get information about and support Twin Hearts Media's work to bring Catholic radio back to the Twin Cities is to get a Twin Hearts Media Kit. It contains a brochure describing Twin Hearts Media, a business card, pledge cards and mailing envelopes, and a schedule of EWTN radio broadcasts.

## Be a Sponsor to Your Parish

The Media Kit also contains a flyer asking you to consider being a sponsor. A Twin Hearts Sponsor is someone who helps promote Catholic radio for the Twin Cities in a larger way at the parish or group level. You may post announcements on bulletin boards, make pulpit announcements, help organize a pledge drive, or distribute information including Media Kits. The flyer even has sample wording for your announcements. We need your help to get the word out!

## Catholic Answers Live: 8am M-F on AM 1570

By now you may have already heard that the radio program "Catholic Answers Live" is back on the air at 8am Monday through Friday on KYCR AM 1570. A major milestone for Twin Hearts Media, this accomplishment would not have happened without your continued prayers and support for our radio ministry. Catholic Answers Live was very popular with listeners of Catholic Family Radio, and is one of the flagship programs aired on EWTN Radio.

## Evening of Encouragement with Rosalind Moss

Mark your calendar now for Monday, November 5, 2001, at St. Charles Borromeo church in St. Anthony. This event marks the close of our 105-day pledge and awareness drive. Join us for an enjoyable evening celebrating the launch of Twin Hearts Media. The event will be capped with a talk by Rosalind Moss from the Speakers Bureau of Catholic Answers of San Diego, CA.

- 7:00 - 8:30pm - Program (Doran Hall)
- 6:30 - Social (Doran Hall)
- Please RSVP with us by Oct. 30.

# SPIRIT OF THE TWIN HEARTS

NEWS FROM TWIN HEARTS MEDIA, INC.

VOL. 1, NO. 2

OCTOBER 2001



## Promotional Tape

An audio tape will soon be available introducing Twin Hearts Media. The tape explains the need for Catholic radio for the Twin Cities. You will be taken on a tour of station "KTHM" where you'll meet Catholic personalities like Dr. Ray Guarendi, Bowie Kuhn, Marcus Grodi, Johnette Benkovic, and Jeff Cavins. You will also hear testimonies from people whose lives have been touched by Catholic radio and who long for its return to the Twin Cities. Contact us for your copy!

## Help Twin Hearts Media !

- Please continue to pray for this apostolate.

- Spread the word. Distribute this newsletter to friends, family, church members. Become a Twin Hearts Sponsor to your parish or group.
- Please contact Twin Hearts Media. Your encouragement and financial support are greatly needed.
- Learn more by reading the front-page articles about Twin Hearts Media in the Aug. 16 and Sept. 6 issue of The Catholic Spirit or go to the following links.

[www.thecatholicspirit.com/Pages/catholicradio.html](http://www.thecatholicspirit.com/Pages/catholicradio.html)  
[www.thecatholicspirit.com/Pages/catholicradio1.html](http://www.thecatholicspirit.com/Pages/catholicradio1.html)



## Twin Hearts Media, Inc.

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Non-Profit Org.  
 U.S. Postage  
 PAID  
 Permit 30018  
 Minneapolis, MN

### Response Card: *(Mail back with your contribution in the enclosed envelope)*

- \_\_\_\_\_ YES! I would like to help Catholic radio return to the Twin Cities.  
 \_\_\_\_\_ I will Pray for the success of Twin Hearts Media.  
 \_\_\_\_\_ I will spread the word about the efforts of Twin Hearts Media.

### I will contribute a Pledge of Support *(Your contributions are tax deductible)*

- Monthly pledge ..... \$ \_\_\_\_\_  
 Annual pledge ..... \$ \_\_\_\_\_  
 One time gift ..... \$ \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Parish: \_\_\_\_\_ E-Mail \_\_\_\_\_

Please make checks payable to "Twin Hearts Media". [www.twinheartsmedia.org](http://www.twinheartsmedia.org)  
 Twin Hearts Media, Inc., is a non-profit 501(c)(3) corporation. All donations are tax deductible.  
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