

# Twin Hearts Media Inc

APRIL 2001

Local Catholics form non-profit organization  
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For more than a month, the Minneapolis-St. Paul market has been without a Catholic radio station. On Feb. 17th, after a two-year run, WWTC-AM 1280 Catholic Family Radio went off the air. The station was purchased by Salem Communications, a Protestant-owned chain of more than 75 radio stations, specializing in Christian music and programming.

*The goal of Twin Hearts Media is To Bring Catholic Radio back to the Twin Cities.*

The void caused by the sale has created an opportunity for a local non-profit organization looking to start up its own station geared toward the Catholic listener. In August, of last year, Terry Betthausen of Coon Rapids, Mark Hapka of Andover, and Doug Heider of Ham Lake started Twin Hearts Media. Last November they attended a Catholic radio conference in Birmingham, Alabama. They were impressed by the success of Mother Angelica's EWTN network including television, short-wave radio, and the Internet. Twin Hearts Media President Mark Hapka said he was especially inspired by Mother Angelica's reliance on the providence of God. Hapka said the market is wide open for their effort, citing the fact that out of the more than 1200 religious radio stations in the United States, only about 40 of

them are Catholic. In the Twin Cities area alone, there are more than 760,000 Catholics, making up one quarter of the population. Every year, 10,000 Catholics move into the Twin Cities, and according to Twin Hearts Vice President Terry Betthausen that translates into a potentially powerful listening audience. But, Betthausen states his group will structure their radio station around a non-profit concept, unlike the for-profit Catholic Family Radio network just sold to Salem Communications. Betthausen says that by relying on prayers, direct gifts, contributions, and a concerted fund-raising effort, the community can take an active role in supporting Catholic evangelization in this area. Another member of the board, Doug Heider pointed out that Twin Hearts Media is committed to the establishment of a strong Catholic Media presence in the Twin Cities. Our group has communicated its mission to the Archdiocese of St. Paul and Minneapolis along with other Catholic news outlets



**Doug, Terry, and Mark with Mother Angelica during an EWTN Radio Conference in Birmingham Alabama**

Twin Hearts Media has received a 501(c)(3) designation from the IRS, ensuring that donors will receive a tax write-off. The group is soliciting contributions, large and small, and is also searching for an available AM or FM frequency. Interested persons are invited to send donations to the **Twin Hearts Media** office located at **14815 Aberdeen Street NE. Ham Lake, MN. 55304**. You may also reach them at **763-757-4282** or on the Internet at [www.twinheartsmedia.org](http://www.twinheartsmedia.org)