

GUADALUPE RADIO  
12036 Ramona Blvd.  
El Monte, CA 91732

(P) 626.444.4442  
(F) 626.444.1435

[www.guadaluperadio.com](http://www.guadaluperadio.com)

Covering Los Angeles, Orange, Riverside  
and San Bernardino County



Southern California's  
Catholic Spanish Talk Radio



## IN THE PRESENCE OF HOPE



The "Legionaires of Christ", an organization established in 1941 by a young priest, was born from the religious persecution he witnessed as a boy in Mexico. Its mission was to advance a Gospel of love, mercy, forgiveness and peace, welcome and respect.

Who could have predicated that 70 years later, what had started from very humble beginnings, would grow into a movement aimed at the evangelization of a culture and promotion of authentic human values in 22 countries.

*Hombre Nuevo* (New Man) and *Guadalupe Radio* are two connected media apostolates of the Legion of Christ in El Monte, California. We use radio and television to reach Spanish-speaking audiences with the Gospel message.

Founding a radio apostolate is never easy, and *Hombre Nuevo* has had its fair share of struggles. Father Juan Rivas was searching for sponsorship of an ailing television program when he happened to visit Our Lady of Guadalupe parish. This is where he found the support he needed to get the apostolate off the ground again. In August 1987 a new radio station, dedicated to Our Lady of Guadalupe hit the airwaves delivering its message in an attractive, relevant manner, changing the lives of those who listen. Programs are engaging, inspiring, substantial in content, practical in application, with plenty of real-life stories and a good dose of humor.

As the Hispanic population grows within the United States, the ministry will become even more important not only for the future of individuals and families, but also for American society as a whole. What will the many new Hispanic families in the US bring to the table as they become integrated into the American social fabric? What values will they live and promote in their private, professional and political lives?

*Hombre Nuevo* and *Guadalupe Radio* are there to make sure that coherent, profound, and mature faith are strong, along with healthy family values.

## Guadalupe Radio's Mission

### FORMATION OF FAITH

These programs offer a solid base to know, love and live the faith.

### MARRIAGE AND FAMILY

Helpful programs to face the daily challenges: mutual understanding of couples; marriage as a sacramental covenant; responsible parenthood; educating children

### SELF IMPROVEMENT

Development of values in men and women

### NEW EVANGELIZATION

Collection of themes that help in the formation of parish leaders and awaken the enthusiasm and apostolic energy of people



*Radio For The People,  
By The People*

## HOMBRE NUEVO Historical Highlights

1987

Hombre Nuevo radio show begins airing M-F

1989

First Office In El Monte, CA

1995

"Santa Maria del Monte" Center opens

1997

Transmission of Hombre Nuevo show in 35 radio stations

1999

Construction of TV studio

2000

Weekly TV show on Channel 62, LA

2001

TV daily show on Channel 26, LA

2002

Transmission through EWTN across the world

2006

Guadalupe Radio 87.7 starts transmission 24x7 in LA

## The Four Cornerstones to Hombre Nuevo Outreach



**AIR** - produce and transmit radio shows of Catechetical content

- Content: 40% religious and 60% human virtues & current topics
- Actively promoted in over 300 parishes
- Audience: 12 million - 5.4 million Hispanic
- Cover: LA, Orange, Riverside & San Bernardino county
- Seeks to change lives, educate people & enrich hearts
- Effective way to promote catechetical material, events and activities from parishes in the City
- Revenue source through advertisement and pledge drives



**EARTH** - distribute product through our center & store

- Resource center offering materials of on-air hosts
- An avenue for people to entrench themselves in faith and transform into "radio active" listeners
- Revenue source by selling materials through Center, online and distributors



**FIRE** - events that change lives, ignite hearts and unite with people & communities

- Organization of 5 significant events annually
- Present several smaller conferences dedicated to promote family values to reach more than 10,000 people
- Promotion on the radio, through the store and volunteers
- Revenue source through ticket sales and sponsors



**WATER** - Work in the Church to unite to parish and their groups; with the Church to promote their activities; and for the Church offering your talents and assistance

- *Hombre Nuevo* promotes different ministries within parishes to foster parochial growth and integration
- Training for Ministries
- Volunteers promote *Guadalupe Radio* and its events
- This 4th element closes the cycle for the apostolate by putting the station at service to the community which is the strength of *Hombre Nuevo*