

# Cash-strapped Vatican Radio to begin airing ads

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## CBC News

Church officials in Rome have announced that Vatican Radio, the voice of the Roman Catholic Church, will air advertisements for the first time in its 80-year history.

Vatican Radio, which broadcasts programs to 61 countries on air and on the internet, is traditionally funded out of general revenue of the Catholic Church.

But the Holy See is feeling the effects of the recession, and ended 2008 with a \$21-million US deficit.

Vatican Radio operates on a budget of about \$30 million US a year.

The first ads will be from Italian gas and electricity company Enel and are likely to strike the same conservative tone as the radio broadcasts, which air music, religious celebrations and reports from journalists around the world.

The operation hopes to raise about \$250,000 US over the next six months with ads.

Vatican Radio was founded in 1931 by Italian inventor Guglielmo Marconi with the mission of broadcasting the teachings of the Church and messages by the Pope.

Church officials said they would monitor public reaction to the ads.

<http://www.cbc.ca/arts/media/story/2009/07/06/vatican-radio.html>