

Inspiracom Organizational Profile

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Who or what is Inspiracom?

The Inspiracom is a network of Christian radio stations, repeaters, and other ministry outlets situated in 11 geographical locations along the US/Mexico border with a staff of approximately 200 employees, volunteers, and missionaries. These ministries proclaim the gospel of Jesus Christ in both the English and Spanish languages.

Historical background

The spiritual dryness of the US/Mexico border and beyond was in the hearts and minds of the administration of Reach Beyond (formerly HCJB Global) when what is now Inspiracom was born. In 1972 KVMV FM, Inspiracom's first station, went on the air in Pharr, Texas in the agriculturally rich Rio Grande Valley. Until then, no message of God's love had been heard over the airwaves in this part of the border.

Now in the year 2021, the message of salvation and hope is heard at almost all major border crossings and ports of entry along this vast expanse from Brownsville, Texas all the way to Calexico, California, another agriculturally rich region of the United States. After more than forty years of ministry, it remains the dream of the Inspiracom family to quench the spiritual thirst of those who live along the border from the Gulf of Mexico in Texas to the Pacific Ocean in California primarily through the establishment of Christian radio stations devoted to Spanish and English Christ-focused programming.

The Vision Statement of Inspiracom is as follows:

Inspiracom's vision is to quench the spiritual thirst of people on the US/Mexico border with the joyful living waters that can only flow from Jesus Christ.

The Mission Statement of Inspiracom is as follows:

Inspiracom's mission is to fulfill its vision by using mainly Spanish-language media to:

—Communicate effectively the gospel of Christ to non-Christians in each contemporary context;

—Nurture Christians, strengthen and build Christ’s church through teaching the Word of God; and
—Serve our host communities with programs of information, education, inspiration, and community service.

The Core Values of Inspiracom are as follows:

All ministries will operate with dignity, propriety and fidelity to the teaching and spirit of the Word of God, the doctrinal statements, and spiritual standards of Inspiracom. Faithfulness to these core values supersedes any other accomplishments.

Inspiracom, as a mission organization, is committed to “reaching every man, woman and child along the US/Mexico border and beyond with the joy of Jesus by the year 2030.” Only the joy of a transformational relationship with Jesus Christ can quench the thirst of every heart. This is the central purpose of operation for Inspiracom. Activities to accomplish this goal is with more prayer, individually and corporately; with more interaction with people and listeners; to expand the listening audience: and stronger outreach, development, and involvement in the communities.

Inspiracom will clearly, relevantly, and enthusiastically communicate the Gospel by faithfully transmitting biblical Christianity; assisting the local church in growing the Body of Christ along the US/Mexico border and beyond when strategically expedient, and by cross-cultural broadcasting, Bible correspondence courses, and correlated programs to the widest possible audience.

Inspiracom is committed to continually working to develop strategies that mobilize people to become passionate partners in the ministry of evangelism; dedicating their time, resources, talents, and even their lives to carry out the Inspiracom vision.

Inspiracom will work to explore opportunities that enhance the ministry, expand our coverage, improve our penetration, and produce the most effective “Kingdom” results.

Inspiracom success, viewed from “Kingdom” outcomes perspective defines success through a Biblical view of faithfulness and fruitfulness. Success is measured by how faithful this ministry has been to the Lord’s leading and calling, and not by the growth in number of staff, facilities, equipment, and budget. Staff and ministry outcomes are evaluated in terms of the quality of eternal outcomes and not by the quantity of increases in people, money and buildings. The means employed to carry out the strategies of the organization are viewed as being as important, if not more important, than the ends.