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The Catholic Radio Association offers its members several vital products and services that aid in all aspects of radio station operation:

- **Station acquisition assistance** - At the member's request, the Association will help members to locate, evaluate and negotiate a station in their market. The Association has contacts developed with multiple radio station brokers to quickly find stations that are for sale and can also help members to locate and negotiate a station acquisition directly with the owner.
- **Marketing** - The Association is committed to and currently developing a marketing strategy incorporating the internet, Catholic periodicals and Catholic television to promote Catholic radio across the nation.
- **Credit card processing** - The Association has developed a discounted credit card processing plan for members.
- **Special events** - The Association co-hosts with EWTN an annual Global Catholic Radio conference to provide members with the most up-to-date information and guidance available.
- **Newsletters/information exchange** - The Association provides to its members a monthly newsletter with information, pertinent news and ideas relevant to Catholic broadcasting.
- **Regulatory** - The Association shares with its members via its newsletter and/or e-mail broadcast any regulatory changes or updates of which it becomes aware.
- **Resource sharing** - The Association makes known to its

2008: A Year of Change and of Challenge and Another Year of Service

2007 was a tremendous year for service to the apostolate of Catholic radio. Working with you, we accomplished a lot. Here are the highlights:

- Our 5th annual Episcopal Advisory Board luncheon to educate the Bishops of the U.S. about the efficacy of Catholic radio, which saw the attendance of the USCCB president and vice president.
- 227 new noncommercial educational FM (NCE FM) applications filed in the FCC's October filing window, representing approximately 45 million people and a net value of permits of over **\$80,000,000 for the local applicants**. We expect winning in 70% of the cases if current trends follow through.
- The "Thom & Jerry Show" with Thom Price and Jerry Usher, our national radiothon for member stations that netted new highs for participating stations.
- The 2007 Global Catholic Radio Conference, with record attendance of over 150 persons, with simultaneous tracks on marketing, operations, and fundraising.

Also in 2007, the Board of Directors met for two days to engage in some in-depth strategic planning for the Association. One of the fruits was a new Purpose Statement for the CRA (it differs from a mission statement in that it focuses on the end, rather than the means). Going forward, it will be our constant touchstone for all that we do, and the way in which we measure our effectiveness.

The purpose of the Catholic Radio Association is to serve the Church in its mission to bring all people to holiness in Jesus Christ by assisting and uniting Catholic radio apostolates to reach more people with efficacious programming.

Many topics were discussed, including strategies to achieve this goal; structure of the organization to achieve these ends; and staffing and skills needed to increase the reach, penetration, and impact of Catholic radio. This discussion led to the development of several new initiatives for 2008, including

- An **expanded board of directors** comprised of standing committees of members to work on the development of such areas as programming, marketing, Spanish radio, and others
- A **Programmer's Page** to allow programmers and stations an Internet site to exchange programming to customize a station's program schedule
- A **music licensing** agreement to save stations hundreds to thousands of dollars in licensing fees each year.
- Increased member services such as liability, directors & officers, and disability **insurance** at reduced rates
- A vastly expanded radio conference with **expo hall** and **boot camps**
- A **revised dues schedule** to support these and other initiatives for the growth of Catholic radio

In addition, there are many issues in 2008 of interest to Catholic broadcasters including the fate of translator applications from the 2004 window, a renewed LPFM service and the possibility of FM translators for AM stations. Know that we are watching these developments and have weighed in on them on several occasions already, for your benefit.

In order to get you information on these and other developing issues in a timely manner we are changing the monthly newsletter to a quarterly newsletter. To this we will add news flashes on items that need immediate attention.

Lastly, if you are a broadcaster, you know the Performing Rights Organizations (PROs) **BMI**, **ASCAP** and **SESAC** have dramatically raised the rates they charge for playing copyrighted music (see below for one member's perspective). We know this is a tremendous financial hurdle and so have initiated extended discussions with the PROs. We have retained legal counsel and are working hard to determine all options available to you individually and corporately with your fellow Catholic broadcasters. These are shark-infested waters that require deft maneuvering. Please keep this effort in your prayers. We will keep you up to date.

Ad majorem Dei gloriam!

members via its newsletter of any items or abilities possessed by Association members which other members may be interested in.

- **Engineering/technical** – The Association will evaluate the coverage area of a station that a member is seeking to purchase and provide recommendations as to its upgrade-ability, suggested purchase price, and signal enhancement. The fee for a detailed upgrade analysis is only \$495.
- **Legal** – The Association has developed relationships with three attorneys who practice in FCC law, contractual work, and nonprofit corporations who offer their services to the members at significantly reduced rates.
- **Purchasing** – The Association has developed discount purchase plans for members on a wide variety of needed services and equipment:
- **Broadcast Software International (BSI)** - 20% discount on all its proprietary software to Association members, and a 10% discount on all other software and hardware.
- **Armstrong Transmitter Corporation** - 25% discount on the purchase of all transmitters and a 20% discount on the purchase of all other hardware to members.
- **Gorman-Redlich** - 5% discount and free shipping on its well-known Emergency Alert Systems (EAS) to members.

FROM ROME:

"The 'good news,' announces that God is the one that prevails, that God is the Lord and that his lordship is present, current, being done. The novelty of the message of Christ is that God is at hand in Christ who has come. The kingdom of God...affirms life over death, the light of truth that dispels the darkness of ignorance and lies."
POPE BENEDICT XVI Jan 27, 2008

Stephen Gajdosik, CRA President

Music Licensing Fees: How One Station is Coping

Bill Levitt, GM-Sacred Heart Radio of Cincinnati

Sticker shock! That's what stations across the country are experiencing as they begin receiving the bills from BMI, ASCAP and SESAC for 2008. Here in Cincinnati, a city of 1.5 million, Sacred Heart Radio's annual fees have increased from \$1200 to \$5500! While NPR and "educational" stations have negotiated discounted rates, non-commercial Catholic stations are left to pick up the tab. How NPR stations cut this sweet deal is not a mystery, but here are a few suggestions to ease the price gouge!

- 1) Make quarterly payments. The big three may not like it, but you are paying in advance so they are not slighted.
- 2) Obtain individual licensing agreements. Send letters to the Catholic artists requesting an individual license to play their music. Explain that without their written permission you will no longer be able to feature their music on your station.
- 3) Use production libraries. There are a number of good libraries available, many including sound effects and other elements that are buy-outs, so you own the music with no additional fees.

If you can cover these bases in the first quarter of 2008, you may be able to avoid paying licensing fees. That being said, if the majority of your programming comes from a satellite provider, whatever music they play you are responsible for carrying the license.

This is only the first of several wake-up calls that could affect your bottom line. These include a Performance Tax, Internet Streaming Rates (another copyright issue) and FCC Localism Reports that would force you to form an advisory board to ensure the airing of locally oriented programming, rules that were eliminated in the 1980's.

Pope Benedict XVI: World Communications Day Message

January 24th marked the 42nd time the Supreme Pontiff has taken

"1. The theme of this year's World Communications Day – *"The Media: At the Crossroads between Self-Promotion and Service. Searching for the Truth in order to Share it with Others"* – sheds light on the important role of the media in the life of individuals and society. Truly, there is no area of human experience, especially given the vast phenomenon of globalization, in which the media have not become an integral part of interpersonal relations and of social, economic, political and religious development. As I said in my Message for this year's World Day of Peace (1 January 2008): "The social communications media, in particular, because of their educational potential, have a special responsibility for promoting respect for the family, making clear its expectations and rights, and presenting all its beauty" (No. 5).

2. In view of their meteoric technological evolution, the media have acquired extraordinary potential..." ([more](#))

What's the Word from Member stations?

Dear CRA:

"From all of us at St. Joseph Radio, thank you. Your legacy will be the bringing of souls to Our Lord. In helping others like us do the same thing through Catholic radio, you are assisting in the multiplying of loaves. Our prayer is that you will stay close to Our Lady because out here in the hinterlands of Northwestern Montana we rely on your help so deeply and we know that Our Lady will help all who call upon her assistance. We are eternally grateful for all that you have done for us. Know that you are in our prayers."

*Sam Marshall, Manager
KMDM 107.9 FM, Polson, MT*

Have a listener response you'd like to share? Send it to us at CRAMemberservice@bellsouth.net and let everyone rejoice in the good God is accomplishing through Catholic radio!

In the News:

Welcome to Relevant Radio as a new Full Member of the CRA! The staff at Relevant Radio love the Lord and work hard every day to bring Him to their listeners. We look forward to working with them even more closely in the years ahead.

Immaculate Heart Radio has produced three spots featuring Fr. Andrew Apostoli promoting Cenacles of Life. Cenacles are prayer groups dedicated to prayer and fasting to end the Culture of Death. Listen and download at our [home page](#). Visit the [Cenacles of Life](#).

KFHC 88.1 FM of Sioux City, IA has begun test broadcasting. The original application was submitted March 18, 1998. Talk about perseverance!

Mike Gormley of Philadelphia has launched Salve Regina Radio in the nearby Wilmington, DE area. Programming will be heard on WFAI AM 1510. The first program which will feature "the Virgin Mary Revealed Through Scripture" by Dr. Scott Hahn. This will be aired on Wednesday, Feb 6 from 4-5 PM.

KLUX 89.5 FM in Corpus Christi, TX re-brands HD channel the "Catholic Communications Network. According to Marty Wind, executive vice-president, "with the renaming, live local programming from Corpus Christi Cathedral and other Catholic venues, in addition to the Relevant Radio Catholic Network, will be aired on a regular basis. The programming is available with an HD radio receiver at 89.5 - 2. "CCN Radio" capitalizes on the feature of HD Technology, which allows FM broadcasters to multicast more than one channel of programming."

Upcoming Events:

April 30 - May 2
2008 National Radiothon – Yes. That's right. The 2008 National Radiothon will be a Spring event. Start planning now.

October 9-11, 2008
2008 Global Catholic Radio Conference: Plan now to attend. **New this year will be an Expo Hall!** **NCE applicants** this is your chance to spec and price equipment for your new permit! Also, check out the Boot Camp for new apostolates. Many hands make light work. Bring the whole board!

*St. Gabriel,
Pray for us!*

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"For the new evangelization to be effective...knowledge and use of the media is indispensable" (*Ecclesia in America*, 72).