

FOLLOWING IN THE FOOTSTEPS OF OUR LORD

“During His life on earth, Christ showed himself to be the perfect Communicator, while the Apostles used what means of social communication were available in their time.

“It is now necessary that the same message be carried by the means of social communication that are available today.

...Therefore the Second Vatican Council invited the people of God "to use effectively and at once the means of social communication, zealously availing themselves of them for apostolic purposes.”

-- *Communio et Progressio*, 126



“Dear friends, *do not be afraid to take up this challenge: be holy men and women!*

“Do not forget that the fruits of the apostolate depend on the depth of spiritual life, on the intensity of prayer, on continual formation and on sincere adherence to the Church's directives.

“Today I repeat to you... that if you are what you should be - that is, if you live Christianity without compromise - you will set the world ablaze.

-- *John Paul II, Jubilee of the Apostolate of the Laity, 26 November 2000*

THE CRA IS HERE TO HELP

The Catholic Radio Association was founded in 1999 to serve as the trade association for Catholic radio. The CRA works to advance the cause of Catholic radio by providing member services, facilitating the sharing of knowledge and resources, and speaking with a unified voice for its members. The Association's membership includes virtually all Catholic radio apostolates in the country, Catholic radio program providers, the USCCB, and several (arch)dioceses.

MEMBER SERVICES

- Diocesan Media Integration
- English and Spanish Programming
- Station acquisition assistance
- Equipment Discounts
- Newsletters/Information Exchange
- Loan Program
- Resource Sharing
- Engineering/technical
- Station operating systems
- Fundraising/Marketing
- Special events
- Grant program for mission territories

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Is God Calling YOU?

*“The harvest is plentiful, but
the laborers are few”*

-- *Mt. 9:38*



PRAYER: THE MOST IMPORTANT STEP

Prayer is the most essential step. You must discern and seek the Lord regarding what you are about to undertake. Starting a Catholic radio station is a calling and an apostolate, not a business or part time venture. It is something that God accomplishes through you and not something that you will accomplish.

We have learned from Christ himself, as well as from the saints and Fathers of the Church that prayer, and conformity of our lives to Christ, is necessary for the success of all our works:

“Every believer in this world of ours must be a spark of light, a center of love, a vivifying leaven amidst his fellow men. And he will be this all the more perfectly, the more closely he lives in communion with God in the intimacy of his own soul.”

--Blessed Pope John XXIII,
Pacem in Terris

“The apostolate, of whatever kind it be, must be an overflow of the interior life.”

--Jose Maria Escriva,
Friends of God

If, after prayerful discernment, you wish to continue contact the Catholic Radio Association for more assistance.

HAVE A PLAN

In establishing a station, it is imperative that you develop an organized and practical plan. Consider the following points in developing a plan:

- Do you have an existing organization? Example: Prayer group, Catholic bookstore, K of C Council, etc.
- Speak to your friends and choose a core group of individuals who want to begin this project. Limit the size of the core group in order to maintain consensus and vision.
- Consider the type of entity you wish to establish: for profit or nonprofit. Operating Catholic stations in a nonprofit manner has repeatedly proven successful. If the entity is established as nonprofit it will be eligible to receive tax-deductible donations.
- Speak with your Diocesan Bishop. Share with him how your apostolate can assist him in his role as chief teacher of the Faith in his diocese. Request his input and blessing on your apostolate.
- Is the location that you seek to cover rural or urban? Is there a sufficient population base to support the type of station you are seeking to purchase/establish?
- Do you want an AM or an FM station? FM stations will cost more on average, but will have the same transmitter output power day and night, resulting in a clearer signal.

- Do you have a plan for raising the required funds? An effective plan in this area is crucial to the success of your endeavor. The CRA can give you specific advice in this area.
- Identify local Catholics with the means to make a significant contribution. There will be donors who are attracted to your initiative that would not otherwise make donation.

The Catholic Radio Association offers its assistance and guidance in formulating, and carrying out, an effective and practical plan.

PROGRAMMING

Programming can make or break your apostolate. Consider whether you want to develop your own programming or use programming already available. The time and cost involved in producing your own programming usually precludes this option until well established. There are sources available that offer orthodox, well-produced Catholic programming free of charge, for example Eternal Word Television Network (EWTN), Catholic Answers, and Ave Maria Radio.

SELECTING A STATION

- **Purchasing a Station** – In the long run this is the least expensive

option. You generally receive the necessary equipment to begin broadcasting and do not have extended lease payments.

- **Leasing a Station** – You can consider leasing a station from the current owner. In leasing, you have the necessary equipment to begin broadcasting and pay a monthly fee for use of the broadcast station. This is the most expensive way to broadcast.
- **Buying Time On An Existing Station** – In the short run this is the least expensive way to get a Catholic presence on the air. You can lease an hour each day to broadcast Catholic Answers Live or Open Line.
- **Starting a New Station** – While the cost of starting a new station may be less expensive than purchasing an operating station, the time involved is significant. The process of a typical FCC application cycle is quite long and the likelihood of actually obtaining a license is remote.

