

# RadioActive Messenger

*News and Information That Matters to the Apostolate of Catholic Radio*

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## Association Happenings

Stephen Gajdosik, Executive Director

*Catholic Radio Association*

There has been much activity in the field of Catholic radio since last we met: new groups have formed, stations have been acquired, a new director has been elected on the board for the CRA, a Spirit-filled excited Episcopal Advisory Board has been created and the message of the importance of Catholic radio has been spread.

Several new Catholic radio groups have been formed, including Mediatrix Radio in Florida and Fullness of Truth in Baltimore. Mediatrix, with the aid of the CRA and under the able stewardship of Paul Danese, has already begun broadcasting on WNFO AM 1430 out of Beaufort, SC and has its sights set on a couple more stations before year end.

A routine search for stations in August uncovered an available (and inexpensive) station in Youngstown, OH: WASN. As there were only a few short weeks left to acquire the station, the CRA reached out to His Excellency, Most Reverend Thomas Tobin, Bishop of Youngstown. As Bishop Tobin was not in a position, on such short notice, to make a major commitment, we contacted Jim Wright and Holy Family Communications in Buffalo, NY to see if they were up to the task. They were. In the process of evaluating WASN they encountered the owner of WPAO AM 1470 which puts an excellent signal into Youngstown. With support in engineering and negotiation strategies from the CRA, and an incredible amount of faith and hard work on their part, they were able to secure WPAO and are looking at additional stations in the area. Kudos to Holy Family!

Congratulations also go out to our only Illinois member, Judge Jim Perona of Spirit Educational Association, who will be putting WSOG 88.1 FM on the air in Spring Valley, Illinois this week.

As many of you know, construction permits grants for Low Power FM (LPFM) stations have been filtering slowly out of the FCC for the past year. A number of our members are in various stages of

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## See Spot(s) run!

No not the fun-loving (and unknowing) subject of 20<sup>th</sup> century American reading lessons; rather, a very effective means to share with your listeners the who, what, when, where and why of parish and diocesan events, station promotions or apostolic actions of zealous lay apostolates. In the last two newsletters we focused upon long-form programming available from two of our members: Catholic Answers and Ave Maria Radio. This issue we look at some new radio spots just developed by two of those efficacious lay apostolates. One of them is a daily series meant to strengthen the Faith and hope of your listeners in a quite humorous and incisive manner, the other is an exciting form of lay apostleship that is spreading through university and college campuses across the country.

The "Words of Encouragement" feature from Catholic Exchange is a daily one-minute excursion into some of the curious and enlightening features of the Catholic Tradition. Drawing on some of the great Catholic sources of our Tradition and shining that light in unexpected ways on our culture, CE's Senior Content Editor Mark Shea offers his own offbeat observations, exhortations, and sense of delight in the Faith. It is a sixty second retreat from the day into a witty repartee that can give you a new outlook on the rest of the day ahead. For MP3 samples of the "Spot" e-mailed to you that you could play right from your computer, phone Mark Shea at 425-672-3522 or e-mail him at [chezami@mindspring.com](mailto:chezami@mindspring.com).

The second spot is produced by FOCUS (Fellowship of Catholic University Students) as a means to attract new members to its ever-growing apostolic outreach to students at [primarily] non-Catholic colleges and universities. FOCUS, sometimes billed as a Catholic version of the evangelical Campus Crusade for Christ, serves as a campus-based ministry to foster among college and university students a deep conversion to Jesus Christ within the framework of the Roman Catholic Church. Because FOCUS assists young adults to live moral lives of prayer and service to the Lord, 31 men have entered the seminary and 10 women have entered religious life, in part because of their involvement with FOCUS.

To get a copy of the FOCUS spots, call Libby Ariniello at 970-336-1167.

These two worthy apostolates can benefit much from the airplay their spots they would receive on your stations. More importantly, your listeners and the entire Mystical Body of Christ will be strengthened by hearing them and responding in faith.

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progress with their application. A new member of the CRA, Fr. Ted Skalsky and the Cathedral of Our Lady of Guadalupe in Dodge City Kansas, have begun constructing 102.1 FM in Dodge City to broadcast primarily Spanish programming, *Radio Catolica Mundial* from EWTN, as an effective means to reach the many Spanish-speaking people who live in the area. Fr. Skalsky used the CRA's equipment list, with its negotiated member discounts, to save several hundred dollars.

The CRA is the sum of its members working in a synergistic relationship, i.e., the whole is greater than simply the sum of its parts. Your input, your inviting and encouraging new members to join and your prayers help immeasurably to strengthen the Association and all of Catholic radio. One of the many ways in which you provide input is through the board of directors. As many of you know elections occur in November for the new board and Al Kresta, General Manager of Ave Maria Radio in Michigan, has been elected. Al replaces Sherry Brownrigg of Starboard Network. We welcome Al and his enthusiasm and we gratefully thank Sherry for all her hard work and great ideas.

Speaking of input and synergy, we are exceptionally pleased to be able to announce to you the formation of an Episcopal Advisory Board. The Association chose to establish an Episcopal Board as it recognized the greatest amount of good for the Church can only be accomplished when working with her legitimate Pastors. We are very pleased to be able to welcome to the board the following bishops: Archbishop Lawrence Burke, Archbishop of Nassau; Archbishop Elden Curtiss, Archbishop of Omaha; Bishop Robert Morlino, Bishop of Helena; Bishop Placido Rodriguez, Bishop of Lubbock; Bishop Salvatore Cordileone, Auxiliary Bishop of San Diego and Bishop Joseph Martino, Auxiliary Bishop of Philadelphia. Please pray for these faithful and faith-filled bishops as they seek to fulfill their awesome God-given responsibilities.

As we draw close to Thanksgiving Day, let us give thanks to the Lord with all our heart for all the good he has done for us and for Catholic Radio, and let us pray for the repose of the souls of the Faithful departed that they may intercede for us and for our listeners before God's throne.

*Ad majorem Dei gloriam!*

## Best Practices

The number one request we receive here is for assistance and guidance in fundraising (#2 is station acquisition/engineering). In order to provide you with that information quickly and comprehensively we have contracted a development firm to compile a manual with the methods used most successfully (Best Practices) to raise capital for station acquisition and operating expenses. The manual will explain the various steps and strategies involved in a capital campaign and will also help guide you through the process of determining whether or not you should seek out a professional firm to aid you. This manual will be available free to all CRA members in January.

### EWTN/CRA Annual Conference

Plan now to attend the annual radio conference tentatively scheduled for May 1-3, 2003 in Birmingham, AL. This year's conference will contain not only some of the same features as previous years, but all new presentations on FCC Law, an LPFM track and a complete LPFM studio, including working automation system and transmitter, as well as vendors with specially-negotiated pricing for CRA members and more! Archbishop John Foley, President of the Pontifical Council on Social Communications in Rome has been invited. Of course, you will also have the opportunity to attend *EWTN Live!* and *Life on the Rock* live and meet Fr. Pacwa and Fr. Francis Mary. For those looking to supercharge their work, time has been planned at the Shrine of the Most Blessed Sacrament. Look for registration materials in your inbox soon.

#### LPFM Self Inspection Checklist:

<http://www.fcc.gov/eb/bc-chklsts/EB18LPFM110402.pdf>  
If you have an LPFM permit, click on this helpful link.

### Catholic Academy of Communications Arts Professionals

One of the roles of the CRA is to promote Catholic radio and educate those who may use it or use it more effectively. To that end the CRA was present at the Catholic Academy General Assembly in October to represent you and presented a workshop on Catholic radio to diocesan communications directors and others from throughout the country.