

## In this Issue

### **From the President**

**Correspondence**  
*Messenger Talks with Mr. Gene Church, Divine Word Communiations*

**Tips & Tricks**  
*Technology Tip, and more*

**Programming**  
*What's the word?*

### **Upcoming Events**

### **In next Month's Issue**

**In the News**  
*Watch for upcoming articles important to you.*

**Tips & Tricks**  
*Need help? Need ideas? Have a Burning Question? And much more...*

## **NCE FM APPLICATION WINDOW WILL OPEN OCTOBER 2007**

The FCC announced this week that it will open the noncommercial education FM band to application for new stations from October 12 – 17, 2007. Last week the FCC publicly announced the winners amongst 76 groups of mutually-exclusive pending applications, some of which have been pending for 12 years! This has been a long time in coming and is truly exciting for Catholic radio. This is how our Protestant brothers and sisters began to acquire the vast numbers of stations which they own today!

Over the last year and a half we have put forth a significant amount of effort to complete engineering studies. We have a few left to do and then it is on to the technical exhibits that need to be attached to the FCC application. **This is a last call if you want a new NCE FM in your city. We will not be accepting new applications for NCE FM after April 13<sup>th</sup>.**

Given the magnitude of the effort before us to complete the technical aspects of the over 250 applications for which we have already received requests, we've added staff to service your NCE questions. Jennifer Davis will be following up with all NCE applicants to ensure we have all your necessary information. Jenifer's e-mail is [CRAengineering@bellsouth.net](mailto:CRAengineering@bellsouth.net). Feel free to send her questions about the status of your application(s). Also, remember to contact Michelle Hawkins ([catholicradio@bellsouth.net](mailto:catholicradio@bellsouth.net)) for questions on invoices and membership and our Member Services Director, Sharon Minson, with all other questions. Sharon's e-mail is [CRAmemberservice@bellsouth.net](mailto:CRAmemberservice@bellsouth.net).

May 2007 be a year in which we grow closer to our blessed Lord through His Church and become more effective in bringing Catholic radio to our communities.

*Ad majorem Dei gloriam!*  
Stephen Gajdosik, CRA President

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

## **Correspondence: CRA Messenger Talks with Gene Church of Divine Word Radio in Pensacola, Florida**

**Congratulations on the launch of your new radio station, Divine Word Radio, WDWR (formerly WZNO) AM 1230, in Pensacola on Ash Wednesday this year! How is it going so far?**

"We've received some very positive feedback already. I was contacted by a gentleman who identified himself as a person who attended Protestant seminary who listened to WDWR and began to realize that the Catholic church was calling. He wanted to talk to a Catholic priest, and I was able to put him in touch."

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 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

### **That's wonderful to hear. It doesn't take long at all for the Holy Spirit to work miracles, does it? Can you tell me a bit about your background?**

"I was a cradle Catholic, and really did believe that the Catholic Church was the one true church. But I was rather liberal in thought and action, often reflecting that if only the Catholic Church could change her position on just a few things, everything would be just fine! I lived many years of my life this way. However, over the Christmas holidays in 2002, I came to a tipping point and needed to make a choice whether I was "in" or "out" as a Catholic. I wanted to be "in" so I began to make some life changes. As I was making those changes, I looked to the Church for formation & information."

### **And Catholic radio was a part of that?**

"Yes. I listened to Catholic radio constantly on Sirius and thought that this was great for me, but wondered what everybody else would do? As I witnessed people in my own life converting or reverting to the Catholic faith, in part based on my own growth through the catechesis of Catholic radio, I began to grow in the conviction that this Catholic radio needed to be accessible to more people. I truly feel that I was "called" to start a Catholic radio station."

### **Not everybody wants to take on the tasks of evangelization. What motivated you in that direction with Catholic radio?**

"I went to college on a debate scholarship, and a prime lesson I learned was that in order to make a good argument, you absolutely must understand the other side. So I began to research my faith more and more, and I would call into Catholic apologetics programs and put questions to the "experts" so that I could debate all sides. I can tell you it was an evolution over time. There really was no one magic bullet moment when I just knew this was my path. But I can see now that it all went into the process."

### **It's a beautiful gift of the Spirit to discern a vocation. Still, I'm sure you've faced some difficult times along the way. Can you share with us your method of facing struggles?**

"I find the most hope in the case of despair by praying with saints like Mother Teresa. In pondering her life, I understand that she had times of no encouragement, but remained faithful and persistent simply because her faith drove her to do so. I likewise feel "called" to this apostolate of Catholic radio, so I will remain faithful—the outcomes are to be determined by God!"

### **Your new station no doubt represents a path to holiness for a lot of people in Florida. Many people have probably contributed to the start-up, and I hope that the Catholic Radio Association was able to be a part of the process.**

"I say this easily and earnestly: if not for the part played by the CRA, I would not have been able to accomplish this. I have had many people question my ability to start Catholic radio, since I have no background in radio operations. I was always confident in reply to such naysayers, because I knew I had the CRA to back me. I cannot overstate the value of all the tangible assistance in the way of technical advice, and resources. But even more importantly than that, the CRA gives *encouragement*. And that goes a long way."

### **Tips & Tricks**

RON BELTER, President of Sacred Heart Radio in Seattle, sent us this e-mail.

We have good news about how to improve the quality of your productions.

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 media has a pervasive role in shaping culture. ...I appeal again to the leaders of the media industry to advise producers to safeguard the common good, to uphold truth, to protect individual human dignity and promote respect for the needs of the family."**

POPE BENEDICT XVI  
Mar. 12, 2007

This information will be especially helpful to those stations and groups that want to make the best of their remotes and sound great.

According to COMREX, the Access Rackmount is a simple and versatile studio codec for internet, POTS or wireless remotes. Access delivers mono or stereo audio over POTS, DSL, Cable, Wi-Fi, 3G cellular, satellite—plus some services you may not have heard of! BRIC technology (Broadcast Reliable Internet Codec) allows Access to achieve flexibility and reliability in the IP environment.

The new codec units are wonderful. When 2 of these rackmount boxes are talking together over the internet on DSL connections, it seems just like you are in the same room. You need to create a fixed IP address on one end, and the other side just connects to that IP—and there you are! The units are downward compatible with pots Blue Boxes. Another nice feature is that the GUI that you use to operate/control/monitor the Access is right on MS Explorer on any browser. With the interface open, you can monitor connection rate, audio levels and other statistics. Another great feature is the chat window at the bottom of the screen to pass messages back and forth during the show. One note of caution: avoid e-mail or heavy internet traffic, downloading files, while using the units over the internet.

We bought ours through John Lynch, in sales at BSW. Check out:  
[www.bswusa.com](http://www.bswusa.com)  
[www.comrex.com](http://www.comrex.com)

### **Programming: What's the Word on Member stations?**

Here is a sampling of comments from Catholic radio listeners that were received by member stations. Catholic radio truly impacts the lives of everyday people.

*"Your courage and bravery remind me of St. Michael slaying the fire-eating dragon. Catholic radio...must continue shining truth and light on this sin-saddened world."*  
Marianne of N.Y.

*"I used to get upset driving. Now that I listen to your station while driving—it has a calming effect. It's difficult to have road rage while listening to the rosary."*  
Anonymous, NY

*"Catholic radio has been a real treasure for me!"* Betty from Modesto, CA.

*"When I came into the church at Easter 2003, I was still very much an infant in my faith. I was blessed to live in Greer, SC at that time and be able to listen to WCKI. In one year of listening to Catholic radio programming, I learned more than in the four years total I have been Catholic. Listening to hosts such as John Martignoni, Jimmy Aiken, Scott Hahn, Jerry Usher, and Fr. Mitch Pacwa gave me the necessary tools to learn, defend, and grow my faith."* Jennifer from North Charleston, SC

*"I converted from the Protestant to the Catholic faith due to this station. I'm in the RCIA program right now."* Ginger from Yuba City, CA.

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

\_\_\_\_\_

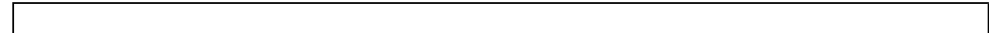
## In the News:

**Eternal Life Radio and Mary Ann Harold are no broadcasting one hour per day in Boston, MA with Fr. Corapi.** Keep them in your prayers as they seek to buy a station for full-time Catholic radio.

**Life Ads of Stuart, FL is now airing 1 hour of "The Journey Home" on Sundays from 8-9am on WCNO FM.** Discussion for a daily slot are in the works as well as construction of the LPFM license. Please pray for this effort.

### **Praise God for the ruling by the Federal Communications Commission**

On March 27, 2007, the FCC released a Memorandum of Opinion and Order detailing the award of 76 permits to construct new or modified non-commercial educational FM stations. Congratulations to the winners! Fatima Response, Inc. d/b/a St. Michael's Catholic Radio in CA; Holy Family Communications in NY; St. Gabriel Communications in Nebraska; Friends of Radio Maria, Inc. in Wisconsin and Mississippi



## Upcoming Events:

### **June 18<sup>th</sup>**

**Episcopal Advisory Board luncheon** – The Catholic Radio Association's annual luncheon of its Episcopal Board in conjunction with the USCCB Spring Meeting. Please encourage your own local Bishop to attend this very important luncheon. A great deal of useful information will be imparted by a panel of knowledgeable and supportive Bishops to their brother Bishops. Plus, staff of the CRA will be on hand to supplement the information and answer any questions that may arise as a result of the panel discussion.

### **September 26 – 28**

**2007 National Fall Radiothon** - Catholic Radio Association's on-air fundraising event for your station. More to come with further information on this opportunity to participate in this nationally-broadcast fundraising event.

### **October 10-13**

**2007 Global Catholic Radio Conference** in Birmingham, Alabama, October 10-13. An expanded conference with new tracks in Operations, Marketing, and Fundraising. Plan now to attend! We will soon unveil the website with theme, information on workshops, and details for registration.

### **October 12-19, 2007**

**NCE-FM Window opens:** Applications for new and major change noncommercial FM licenses to be submitted.

*“Thank you [for last month’s RAM Newsletter]. Your piece on Tony Holman is very significant to me. Tony & his wife taught me a priceless lesson back in 1998...Eucharistic adoration is the heartbeat of Catholic radio.”*

*C. Stephen Hruby, KVSS Omaha*

*St. Gabriel,  
Pray for us!*

#### **Catholic Radio Association**

121 Broad Street • Charleston, SC 29401  
Phone: 843-853-2300 • Fax: 509-479-1186

Email: [info@CatholicRadioAssociation.org](mailto:info@CatholicRadioAssociation.org)  
Web site: [www.CatholicRadioAssociation.org](http://www.CatholicRadioAssociation.org)

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