

## In this Issue

**From the President** *On the Road to Rome*

**Correspondence**  
*Messenger Talks with Thom Price, Program Director for EWTN Radio*

**Tips & Tricks**  
*It's Not Rocket Science ... It's Audio Science*

**Programming**  
*New Survey shows Radio Important to Americans*

**FCC File**  
*Equal Employment Opportunities (EEO) Requirements for Non-Profit Stations.*

**Upcoming Events**

**From the Editor**

**Employment Ops:**

## 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?*

## From the President: On the Road to Rome...

I'll be giving a talk at an international communications symposium in Rome this month about Catholic media, what makes something "Catholic" and how an apostolate's purpose drives its actions. With the constant tendency to want to ape the secular media or even the Christian media's "best practices", program ideas or sound, it is important to keep in mind that our calling, as part of the new evangelization, must be directed at calling each and every person to holiness and teaching them how to live lives of holiness. There is the philosophical principle, and fundamental principle for Pope John Paul II in regard to the new evangelization (cf. CT, 15), that one cannot give what one does not possess (*Nemo dat quod non habet*). That is the strength and purpose of Catholic radio - bringing Christ to people and teaching them how to observe His commandments (cf. Mt 28:20) that they may love and follow Him. I'll provide the text of that talk in the May newsletter. Until then...

God bless you,

*Stephen Gajdosik, CRA President*

## Correspondence: CRA Messenger Talks with Thom Price, Program Director for EWTN Radio!

***Messenger: For those of us who don't know the history of EWTN, could you give us a brief outline of how EWTN began doing radio?***

EWTN began its radio service in 1992, with WEWN shortwave. We initially broadcast in a number of languages, but Mother decided it would be best to concentrate on English and Spanish. In 1996 we launched the AM-FM network with one station (it's about 100 now). In 1997 we began streaming our radio network on our website, [www.ewtn.com](http://www.ewtn.com). We added satellite radio to our services, in Europe and the UK, in 1998. Domestic satellite radio (Sirius 160) came in 2004.

***Messenger: When did you arrive at EWTN and what were some of your previous experiences in broadcasting? Would you say your previous experiences in broadcasting fully prepared you for Catholic Radio?***

I came to EWTN from Minneapolis/St. Paul in 1997, so I was blessed to work directly with Mother Angelica in my early days here. My adult career has been working with radio, recording studios and my own company

**And much  
more...**

**NCE FM  
Application  
Window**

According to notices released by the FCC, its flurry of activity in clearing up mutually-exclusive applications in the NCE band (88.1-91.9 MHz) and comments made by some of its staff, it is very likely that the FCC will open an application window in 2006.

**Now** is the time to begin engineering studies, site location, etc. Once the window is announced applicants will only have a limited amount of time to complete all of the required aspects of the process. E-mail us today for an informational packet and see how you can establish an FM Catholic radio station in your area.

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

(doing voice work for commercials, training films, etc.). I've lived and worked all over the United States, but this is truly the best and most rewarding work I can imagine. I'm able to use the gifts and talents the Lord has given me directly for His honor and glory. What a blessing!

***Messenger: When did EWTN begin offering audio for AM/FM re-transmission? And, if you can, tell us how much of a "sea-change" that was for the network?***

The early days of EWTN Radio programming included many television shows that had been edited for radio, plus a few original radio programs. The idea was to adapt television programs for radio use, through editing, to make them more "radio friendly." These days there are many more radio-specific shows like our flagship afternoon show Open Line. We're also excited to work with programming partners like Ave Maria Radio, Catholic Answers and many others. It's certainly been an evolutionary process, but not that much of a sea change. The bottom line is a better use of radio for our listeners, while never straying from the EWTN mission. We will ALWAYS be faithful to God and the church He founded.

***Messenger: It seems that the network has begun creating more and more live programming. Is that something that we can expect to see more of in the future?***

We've tried to look carefully at how people actually USE radio. When we broadcast the Rosary, that's one specific program where people are probably sitting down to pray along, or perhaps praying along in the car. But for the most part, people are listening to the radio while doing something else...perhaps getting ready for the day, preparing dinner, driving somewhere, etc. In those cases, people seem to enjoy the interaction of live radio...whether it's a call-in radio show like Catholic Answers or one of our live evening TV programs. They're timely, and the listener can phone in if he or she has a question. So to answer your question, I think we'll be looking for new programs along these lines. But certainly not to the exclusion of the Mass, the Rosary, and all of the other devotional programs people expect from EWTN.

***Messenger: Can you give us a hint of some things to come in the near future?***

Well, we made a lot of changes in January. The newest addition (March) is the EWTN Bookmark strip (Mon-Fri at 11:30 Eastern, 8:30pm Pacific). We have some wonderful interviews with top authors, and these programs have received very little airplay beyond their initial broadcast. I think the audience will enjoy them. In June we're adding some television series from Fr. Dubay and others that should work very well on radio.

***Messenger: There has been an expression of desire on the part of some Catholic Radio stations for the network to provide "time-shifted" program channels for Central, Mountain, or Pacific time zones. Understanding the tremendous capital expense creating such an offering would entail for EWTN, has the idea of offering programming for different time zones been discussed? And, are there any plans you could mention?***

I think something like what you are proposing is best left to the individual affiliates. Aside from not incurring the expense you mentioned, we can

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

publish one domestic schedule for all time zones. This makes it easy for our listeners to find the show they're looking for on all of our platforms (AM-FM, shortwave, satellite and web stream). That said, if a West Coast station believes that the Rosary is on too early for their listeners, they can time-shift it a few hours to a better time for them.

***Messenger: What has been your most memorable experience working at EWTN?***

I think it's a great witness to me personally to work with people who have found the pearl of great price here in Alabama. Some of the folks I work with have left big-time careers to come here. You could start with Deacon Bill and find similar examples throughout the network. Those who truly understand the mission (and there are many in TV and radio) are really happy to be here. I know it's the same thing for our radio family. Why else would a real-estate appraiser or mortgage broker get into Catholic Radio? Because they caught the vision and they want to make it happen in their hometown.

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## **Tips and Tricks: It's Not Rocket Science... It's Audio Science!**

To many, the world of audio processing through sound cards can be bewildering, and if you are using Broadcast Software's Simian software through a standard computer sound card it can be a frustrating process trying to make your automation perform at its best. Many of you use Simian as your Station Automation, so you know that Simian has scads of bells and whistles that you'll never use. But if you're using a consumer grade audio card with Simian you have a very useful bell that you can't use because the Audio Level Metering function that is available in Simian does not work with consumer audio cards. [Even if you don't use Simian, what follows may provide you with some valuable tips.]

The Audio Level Meters in Simian while being just one of the benefits of using a professional audio card is a very useful benefit. Probably more important however, is the fidelity [the quality of sound] of the audio that comes from a professional audio card. It may be the best and easiest thing you can do to improve your station's sound. And, when you install it you will be providing a balanced input and output for the rest of your professional audio equipment. This will most likely clean up that annoying little low frequency hum that you have gotten used to and have been trying to ignore.

There are many good and affordable professional audio cards, but the ones that seem to work most seamlessly with Simian are the AudioScience cards. If you are content with one stereo input, go for the ASI 5111. If you want built in expansion, use the ASI 5042 with four stereo inputs and outputs.

If you do choose the four channel model, you can do some very cool things, for instance, you can have EWTN English, EWTN Spanish, and Ave Maria Network feeds all on one sound card and perform all of your audio switching by cross fading in Simian, rather than throwing a hard switch.

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 with two 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:

Another thing you can do is set up an Audition Output to preview files on a separate speaker while you are airing scheduled programs. Also, you can record multiple inputs simultaneously.

One thing to watch out for with both of the cards mentioned is that you need to pick a sample rate and stick with it... 22,050; 44,100 or 48,000. This consistency is necessary as these cards don't support multiple sample rates. Also, if you choose to use the ASI 5111, you will need to install the .mp3 codec which costs an extra \$20.

Another useful feature of the ASI sound cards is that you can download and install a free utility called ASI Mixer that allows you to get the most out of your new professional audio card because of the many level adjustments and trim controls in the mixer. And ASI Mixer allows you to visually monitor audio inputs even if they are not being used.

I think that you will enjoy the results... I know your listeners will.

Visit [www.Audioscience.com](http://www.Audioscience.com) for more information.

*Doug Pearson writes from Reno, Nevada where he works as Director of Operations for Immaculate Heart Radio.*

*Remember! CRA members receive discounts on many ASI sound cards through Broadcast Software International. Call us for contact information. If you have a technical question for our "Tips and Tricks" section send them to [info@catholicradioassociation.org](mailto:info@catholicradioassociation.org) and we'll forward them along to Doug for his consideration.*

## **Programming: Strong Majority of Americans Believes Radio important in American life?**

### **Strong Majority of Americans Believes Radio Continues to be Important in American Life**

April 19, 2006

*New Survey by American Media Services Shows Radio Has Strong Appeal Across the Country; 74 percent Listen Daily*

CHARLESTON, S.C. – Americans rate the importance and relevance of local commercial radio very highly, despite the entry of high-technology competition, a national survey commissioned by American Media Services shows.

The survey found that 78 percent said radio is important in their everyday lives, and 91 percent said radio is important in American life in general. Nearly three-quarters (74 percent) said they listen to radio at least once a day.

The telephone survey of 1,004 American adults was conducted April 13-15, 2006, by Omnitel, the weekly omnibus survey by the national polling firm of GfK NOP of Princeton, N.J. The survey is considered accurate

- 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:

*"Today, the mass media have a special role in the world of culture. It is known that not only do they inform people but they also form the minds of those they address. They can therefore be an invaluable means of evangelization.*

*People of the Church, especially lay Christians, are called to promote Gospel values in an even greater outreach through the press, radio, television and internet."*

TO THE BISHOPS OF  
POLAND ON THEIR "AD  
LIMINA" VISIT

Saturday, 26 November  
2005

within plus or minus 3 percentage points.

The new findings complement those in AMS' initial survey in January: 64 percent said they were listening to radio as much as, or more than, they were five years ago.

"The evidence from our polls and others is conclusive that people are continuing to listen to their local, free radio stations," said Ed Seeger, President and Chief Executive Officer of American Media Services. "Arbitron and Edison Media Research just conducted a national survey of 1,925 respondents that revealed 77 percent of Americans expect to continue to listen to their radio in the future as much as they are today."

In the AMS survey, 57 percent of men and 49 percent of women said they listen to radio at least daily.

The availability of music, news and reports on weather and traffic continues to be the most often cited reasons for listening to the radio, with 98 percent of respondents saying they listen to radio for one of those features. "Radio doesn't need to reinvent itself. It just needs to get its story out in the marketplace," said Seeger. "It continues to thrive with the same basic programming we have embraced for the past half-century."

Other findings of the survey include:

- 78 percent usually tune to a local radio station when they get in their car
- More people had a favorite local radio personality in their local markets (37 percent) than a favorite television personality percent (32 percent), newspaper personality (7 percent) or personality on a local internet site (1 percent)
- When asked what about the different qualities that make a good radio personality, they ranked four as most important: 89 percent said they liked to listen to someone who makes them think, 82 percent said one who makes them laugh, 79 percent wanted a personality they could trust, and 76 percent said a good radio personality has strong ties to the local community
- Overall, 41 percent of respondents said they liked to listen to stations that have a good balance of music, news, weather and traffic information. That rated above playing their kind of music (26 percent) or making them laugh (3 percent).
- Of those respondents who had a "favorite media personality," 37 percent said their favorite personality worked on the radio, while 32 percent said their favorite worked on television.
- 61 percent of those likely to change stations during commercial breaks do so in a minute or less

Results of the survey, including a complete breakdown of demographic information such as income level, region of the country, and age brackets are available on the AMS website, [www.americanmediaservices.com](http://www.americanmediaservices.com).

*AMS is a full-service radio brokerage, engineering and developmental engineering firm. This article is reprinted with their permission.*

## FCC File: EEO Requirements for Non Profit Stations

**Dear Dom:** We are a small religious station organized as a non-profit

corporation with a lay board of directors. We are affiliated with a local parish and the pastor, Father Seamus Murphy, serves on the board in an advisory position. We have an opportunity to hire Solomon Sparks to fill an engineering need at the station. I am told that since we are a religious station, we don't have to follow all of the FCC's rules requiring recruitment and hiring procedures. Is this true?

**Answer:** Not exactly. As you may know and assuming you have five or more full-time employees, the FCC's EEO program requirements for broadcasters are based on three major prongs:

**Broad Recruitment:** The *first* prong requires a station (with five or more full-time staff) to conduct broad recruitment for each full-time opening at the station.

**Community Notification:** The *second* prong obligates the station to notify community groups/ organizations of all full-time vacancies and to keep a list of such organizations.

**Outreach Initiatives:** The *third* prong is the obligation to conduct "outreach initiatives." These initiatives are meant to reach segments of the labor force which might otherwise be missed by vacancy-specific recruitment (Prong No. 1) or the community groups notified under Prong No. 2.

Attendant to all three prongs are various record keeping and reporting requirements.

In March 2003, when the FCC's new EEO rules went into effect, the Commission carved out certain exceptions for the religious broadcaster (with five or more full-time employees) who chose to impose a religious qualification for some or all of its employees. If a religious broadcaster has made an election that all of its employees will be subject to a "religious qualification," that station is not obligated to engage in all of the broad outreach recruitment requirements when vacancies occurred. Instead the religious broadcaster has a much-reduced obligation under Prong 1 when it comes to filling a position which it has deemed requires a religious "qualification." In that case the religious station need only

*. . . make reasonable good faith efforts to recruit applicants, without regard to race, color, national origin or gender among such applicants who might be qualified on the basis of their religious belief or affiliation.*

If a station limits the religious qualifications to only certain employees, *i.e.* on-air, program directors, or perhaps sales people, but employs five or more other full-time positions not subject to religious affiliation or belief, then the station must use "broad outreach" recruitment efforts when filling these non-religious positions. In fact, if a religious station employs five or more of its full-time persons in non-religious positions, the station **must** comply with **all** three of the major EEO prongs when hiring or publicizing employment opportunities for **those** non-religious positions.

Insofar as record keeping under Prong 1 is concerned a religious broadcaster must keep documentation on full-time religious hires as to (a) the full-time positions filled, (b) the sources used to recruit, (c) the date each vacancy was filled, and (d) the recruitment source of the hire. The reason for imposing this bookkeeping requirement is that the Commission retains the right to monitor religious broadcasters and to insure they make

good faith efforts to recruit among all persons who meet the applicable religious qualification.

All other EEO record keeping requirements under Prong 1 are required for **non-religious** openings at a religious station with five or more non-religious positions.

Religious broadcasters need not engage in notification of community groups (Prong 2) regarding openings subject to religious qualifications. It must, however, notify such groups when vacancies not subject to religious qualifications open up.

Religious broadcasters with five or more full-time employees do have to prepare Annual EEO Public Inspection File Reports like any other broadcaster. The FCC has not prescribed a specific form for this report. Rather, its format is left to the station. For non-religious stations this report requires compilation of a great deal of data for each full-time position filled as well as a description of the various outreach initiatives (Prong 3) undertaken in the past year.

As set out above, the reporting requirement for the religious broadcasters is more limited and they need only list those full-time vacancies filled in the past year; the recruitment sources used; and the recruitment source that referred the individual hired for the full-time position.

Since religious stations with fewer than five full-time non-religious positions are not required to conduct outreach initiatives (Prong 3), there is no need to engage in or list such initiatives. However, if the station has more than five full-time non-religious employees it must conduct outreach initiatives. In small markets (less than 250,000) the religious broadcaster need only do one initiative a year, *e.g.* job fair, scholarship or intern program. In markets above the 250,000 population level the religious broadcaster must conduct two initiatives per year -- and again only if the station has five or more full-time positions that do not require a religious qualification.

The Annual EEO Public File Report must be inserted in the station's public inspection file on the anniversary date of the renewal filing. Generally, this report does not have to be filed with the FCC. However, at renewal time the latest two Annual EEO Public File Reports must be filed as part of the license renewal applications.

*We are pleased to announce that beginning this month, the FCC File section will be written by Dom Monahan an FCC Attorney with Luvaas, Cobb, Richards & Fraser. Dom is published as a regular contributor to the Oregon Association of Broadcasters monthly newsletter and has generously offered to answer your questions on any issue pertaining to the FCC.*

*Send your questions for Dom Monahan to [info@catholicradioassociation.org](mailto:info@catholicradioassociation.org)*

*CRA Messenger will select one question each month from all those submitted. So, please send us your question.*

*Editor*

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## From the Editor: We need your articles and questions...

If you would like to submit an article for publication in the *Radio Active Messenger* for the "In the News", "Correspondence", or "Programming" sections. Or, if you have a question for the "Tips & Tricks", or "FCC File" sections. Please send an email with a brief description of your article "idea" to [info@catholicradioassociation.org](mailto:info@catholicradioassociation.org) . If you have any suggestions regarding improving future issues please send an email to the same address with the subject heading of Suggestions. Thanks and God Bless you and your ministry.

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## Employment opportunities:

### General Radio Manager Wanted

Guadalupe Radio Network a division of La Promesa Foundation which is a lay Catholic organization and is interested in hiring a Radio Network Manager. This individual should be self-motivated and capable of managing a growing network of stations. Experienced in fundraising and a working knowledge of radio would be essential. We own 1 AM station and 2 FM stations and 6 translators across Texas and one in New Mexico. The stations are fully automated. We are looking for an individual who has a heart to share the truths of the Catholic Faith through the media of Radio. Salary based upon experience. Interested applicants may send a resume to this address: La Promesa Foundation, PO Box 10571, Midland, TX 79702

### General Manager Wanted at Immaculate Heart Radio

See listing at [www.catholicradioassociation.org/Employment.htm](http://www.catholicradioassociation.org/Employment.htm)

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## Upcoming Events:

### September 27 – 29

Fall Radiothon - Catholic Radio Association's National On-Air Fundraising Event. Stay tuned for further information on this opportunity for your station to participate in this Nationally broadcast fundraising event.

### October 11-14

Plan now for the 2006 Global Catholic Radio Conference in Birmingham, Alabama from October 11-14. Registration materials will be available through the Catholic Radio Association in the Spring. Watch for more information about this special event.

*St. Gabriel,  
Pray for us!*

**Catholic Radio Association**

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