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Annual Conference! Come members, come Boards, come all!!

2007 Global Catholic Radio Conference

"Do not be afraid, but speak and do not be silent; for I am with you." Acts 18:9

OCTOBER 10-13, 2007

"Many hands make light work." This adage is apropos not only in manual labor, but in Catholic radio too! We want to offer your apostolate the best start and growth possible in station operations because the end of all of our work is the sanctification of humanity. Our strongest advice to you at this moment is this: Come to the annual conference and bring as many directors and staff as possible!

One of the marks a successful apostolate is the active participation of directors in getting a station launched and growing. The reasons are simple. Attendance of multiple board members and staff at the radio conference fosters & develops unity of purpose within an apostolate. More people have knowledge of what needs to be done and are pulling *in the same direction*. The conference also helps the growth and assimilation of knowledge of the new evangelization for the apostolate of Catholic radio overall. Finally, the conference is filled with practical tips, experienced operators sharing best practices and stories, time with the experts one-on-one, explanations of the theological underpinnings of the entire endeavor, and support each step of the way.

We realize one person can't absorb and share all the information available at the conference, **so we've added more!** We've enlarged the conference schedule to allow more tracks for you to listen & learn, be formed & informed. We've scheduled simultaneous tracks on OPERATIONS, MARKETING, & DEVELOPMENT-FUNDRAISING so that multiple attendees per apostolate can split up, gather information, reconvene to share the good news and put it into action when they get home! Make your reservations now!

For more details visit the conference page at www.CatholicRadioConference.com

Ad majorem Dei gloriam!

Stephen Gajdosik, CRA President

Correspondence: CRA Messenger Talks with Fr. Harry Speckman of Baraga Broadcasting

We appreciate your time today. Tell us how you learned about Catholic radio?

Through Tom McMahon who was the initiator and is now the sparkplug of our venture. Catholic Radio had a profound influence on Tom when he was living in the Ann Arbor area. He became good friends with the people at Ave Maria Radio, and this has resulted in their being very helpful and supportive of us. I had some previous experience in radio, and I came to appreciate its value, so Tom's invitation to join him in this venture was a great gift. I believed Catholic Radio would (could) be a great adjunct to parochial and diocesan efforts in the work of education and formation.

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

- **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

What are some of the plans you created in your pursuit of bringing Catholic radio to the area?

Our plan was to gather a group of people with various areas of expertise, all helpful in moving toward full radio coverage of the diocese (21 northern counties of Michigan's lower peninsula). Our Bishop, Patrick Cooney, told us to go ahead and explore the possibilities. So we began with nothing in our pockets and little knowledge of broadcasting, but by God's grace within a short time we assembled a cadre of knowledgeable and dedicated people willing to learn broadcasting. We worked toward getting our status as a 501 (c) (3) corporation, an enervating project, secured an office space in an empty building owned by the National Shrine of Cross in the Woods and began looking for available radio properties. We found the radio spectrum full, and what was available well beyond our financial reach. But, we approached K of C Councils and parishes with our dream. This brought in some financial support enabling us to purchase materials necessary to promote the effort. Seeking a loan required collateral; we had none. Funding from Catholic organizations required Episcopal approval and registry in the National Catholic Directory. Bishop Cooney was kept well informed of our efforts, he didn't want us to fail, but he wanted to see if we were for real. We continued on, acquiring the use of a sub-carrier for broadcast of Ave Maria programming in order to get visibility, a gift of a local commercial broadcaster. Bishop Cooney saw our determination and loaned us the money necessary to purchase our first station acquired from another non-profit getting out of the business. Movement in each step required time and patience.

What keeps you passionate and committed to running Catholic radio?

This is work for the Lord and His Church. Radio is an instrument of evangelization and every step of progress lifts our hearts. We have been so graced in this effort that it underlines this ministry's validity. So, we pray a lot to keep our balance, that God's will be done and continue to be done.

Do you have some specific news that you'd like to share?

At this moment we are in the act of purchasing a translator station licensed to Mackinaw City. This station along with WTCK will enable us to cover the west coast from Mackinaw south to Boyne City. In the meantime we are also pursuing 4 other sites and an upgrade of WTCK with the help of the CRA. One day we will reach all sectors of our diocese.

That's a great goal! I hope the CRA has been able to help along the way.

The CRA has been most generous in the assistance offered us: engineering studies, informing us of possible station sites, steering us through the vagaries of FCC regulations, promotions, fund raising tips. We've always been treated graciously and respectfully. Without the CRA we would not be where we are. An exemplary group.

Baraga Broadcasting operates WTCK 90.9 FM Charlevoix, MI. – Ed.

Tips & Tricks

Interested in free to nearly-free software?? Read on!

A current member of the CRA has sent information on a legitimate place to obtain software. It's called Tech-Soup and can be found at <http://www.techsoup.org/stock/default.asp>. There are many programs available, including a web-based donor management program, under the

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:

"Being Christian is not the result of an ethical choice or a lofty idea, but the encounter with an event, a person, which gives life a new horizon and a decisive direction."

The Holy Father goes on to say that, "Consequently, there is a need to promote on every level, a methodical evangelization aimed at personal and communal fidelity to Christ."

Pope Benedict
Deus Caritas Est, No. 1
2006

e-tapestry link under "Browser by Partner."

Unattended Operations—This may affect you! Please read carefully.

We received a tip from the Montana Broadcasting Association about Unattended Operations. As many of you know, the FCC is currently reviewing the practice of unattended station operations with an eye toward returning to fully attended operations at all times. This issue is largely being driven by those who continue to either not understand or misconstrue unattended operations. NAB is working to head this off. MBA wants to help in this effort, but they need your help. If you are operating in the unattended mode at any time, they would like a copy of your procedures for emergency situations and shutoffs. They are looking to prepare a "best practices" document. If you can help, feel free to do so.

Tip on Arbitron Descriptors

How is your station listed by Arbitron? Catholic radio station operators can fall into a variety of categories. It seems a useful exercise of identity and solidarity to try to standardize the descriptor that Arbitron uses for Catholic radio. Please let us know what you currently use and simply mark "Catholic radio" on your next Arbitron. Thanks for your help!

Have a tip or trick you'd like to share? Need to have a question answered? Send us an e-mail at cramemberservice@bellsouth.net.

Programming: What's the Word on Member stations?

We continue to share a sampling of comments from Catholic radio listeners as an indication of the impact Catholic radio has on the lives of everyday people.

"My father was a faithful listener. He had cancer and because of Catholic radio, when he died, he was ready to go." Patrick of CA

"I only wish I could listen to Catholic radio more and more and I recommend it to my non-Catholic friends!" Carole of CA

"I returned to the Catholic church after being away for 38 years, thanks to Catholic radio." Kathleen of CA

"Catholic radio has brought me closer to our Blessed Virgin Mary and our Lord. It is ALL I listen to!" Annie of NM

Send us any quotes or comments that your apostolate has collected so that we can share the Good News with everyone!

In the News:

We have lots of good news to share and we ask all of you to celebrate these successes!

Great news for Immaculate Heart Radio! IHR has just begun broadcasting on two new stations in their network: Tucumcari, NM on 88.9 FM; and Roswell, NM, on 93.9 FM. Both of these are translators for KXXQ, 100.7 FM, Milan, NM. IHR now operates 18 stations total! They have 9 in New Mexico, 7 in California, and 2 in Nevada. Also, the FCC recently approved

You have received this e-Newsletter as a preferred supporter of the CRA. If you prefer to not receive future e-Newsletters from the CRA, e-mail us at catholicradio@bellsouth.net. It may take up to 10 business days to make the requested change and there is a slight chance that you may receive e-mail from us within that timeframe.

the sale of KOIT 1260 AM in San Francisco to IHR!! Alleluia and Amen!

St. Gabriel Communications in Ohio, which owns and operates two Catholic stations, is buying WILE 1270 AM in Cambridge, Ohio, a daytime station running 1,000 watts. These three stations for St. Gabriel will cover central Ohio! Congratulations to them!

St. Valentine Radio in Amarillo, Texas, (KD JW 1360 AM) has been authorized by the FCC to raise its power from 500 watts day/137 watts night to 6,000 watts day and 320 watts at night! The new power will extend the signal across the northern half of the Texas Panhandle and the Oklahoma Panhandle; west to Tucumcari, NM; east to the Oklahoma line; south to Plainview.

Congratulations to Al Kresta, who has been a broadcaster for 20 years!

Upcoming Events:

September 26 – 28

2007 National Fall Radiothon - Catholic Radio Association's national on-air fundraising event for member stations. We're delighted to report that we have close to twenty stations committed to participating in this year's Radiothon. Scheduling is well underway for national guests and on-air personalities. Time is short and those signed up should be taking steps now to make the local event successful. Please visit the website for more information. Call with questions!
www.catholicradioassociation.org/radiothon.htm

October 10-13

2007 Global Catholic Radio Conference in Birmingham, Alabama, October 10-13. New tracks in Operations, Marketing, and Fundraising. The conference website is LIVE! Check it out at: www.catholicradioconference.com. Be sure to register to take advantage of the early bird discounts. **PLAN NOW TO ATTEND!** Remember, space is limited (and filling up fast), so be sure to make your plans now and take advantage of the early-bird special savings. Non-CRA members have until August 10th to take advantage of the price-saving special and CRA members until September 17th. Whether you are already working in Catholic radio, attended before, or just getting started, you will be blessed by your participation at this conference! Conference registration will be done electronically at the site above.

October 12-19, 2007

NCE-FM Window opens: We will be working hard up to the date of filing to help 250 new stations submit applications. We appreciate your prayers in this important work! We are also grateful for your patience as non-essential matters take a bit more time to complete. We recommend that as the Fall approaches, you contact us by e-mail rather than phone whenever possible as that will get you a reply in the order in which it was received.

"Thanks for the newsletter. Wonderful."

Jeff

*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).