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From the President: Working for You

One of the major hurdles that has slowed the spread of Catholic radio is the often seemingly insurmountable cost required to acquire a station. How do you balance the need to find a station to attract donors with the need to have donors to buy a station in a radio market that is highly volatile? We've come up with an answer:

The Catholic Radio Association and O'Meara, Ferguson & Kearns (OFK) have teamed up to make \$20,000,000 in capital available for the purchase of radio stations to broadcast the Faith.

OFK is an investment bank dedicated to serving the unique needs of the Catholic Church and Catholic entities. The CRA has worked with OFK, and its partnered affinity investors and several prominent national banks, to help them to understand Catholic radio as a business, and to provide financing on terms that oftentimes stations would be unable to attain on their own. This includes loans with no recourse to the individual owners, better interest rates, and longer terms.

Consider what hurdles this new service overcomes to help you "finish the race".

Further details of the program will be available at the 2006 Global Catholic Radio Conference.

Ad majorem Dei gloriam!

Stephen Gajdosik, CRA President

Correspondence: CRA Messenger Talks with Robert Schmidt of the St. Thomas More Foundation

What motivated you to first get involved in Catholic radio?

The motivation to get involved in Catholic radio began one night while listening to a local Christian station. The speaker made a derogatory remark about the Catholic Church. I turned the station off and said to my wife, Kathy, "I wish someone would start a Catholic radio station in the Elkhart-South Bend area."

From that first calling, what has the process been like?

Then the process began. Several weeks later we were watching EWTN Live. I listened to Steve Gajdosik from the Catholic Radio Association saying that anyone could start a Catholic radio station, even if you didn't know anything about radio. He also said that there was a conference taking place in two months in Birmingham, Alabama. I said to my wife, "I believe that we need to go to the conference."

My thinking at the time was that we would go to the conference, get some information, bring it back home and find someone that could do it. Besides, we had already considered going to the shrine at Hanceville.

We went to the conference. The first speaker, I believe, said, "If you are here it is because God wants you to start a Catholic radio station." I felt like he was talking to me. I got

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 which other members may be interested in.
- **Engineering/technical** – The Association will evaluate the coverage

goosebumps on my arms and neck. I turned to Kathy and said, "I think we are supposed to do this". When we got home we told a friend (John Thomas) and he said that The Saint Thomas More Foundation had attempted to start a station two years earlier, but it didn't work out. We joined with the Saint Thomas More Foundation and with God's grace and the board members working together we have come to where we are today.

WHLY will be the second Catholic radio station in the Diocese of Fort Wayne/South Bend. What have you experienced in your relationship with the Diocese?

We have found Bishop D'Arcy and staff of the diocese to be very supportive of our apostolate. In our meeting with the Bishop we found him to be enthusiastic about Catholic radio and EWTN. This station will complement WLYV in Fort Wayne nicely.

There is a prayer that goes, "God grant me the grace to act upon that for which I am asking your help." You ran into one of the God-incidences that often occur when people of Faith step out and really take action on something for which they have been praying. Tell us about that.

We have had ups and downs but we just kept going. When you feel that Jesus wants you to do something how can you not persist? Besides, we read Mother Angelica, Her Life Story by Dan O'Neill. Her faith was so inspiring. I knew that I could do the ridiculous if that was what the Lord wanted. (In case Raymond Arroyo reads this I just wanted him to know we read his book, also, and were inspired again.)

You have a lot on your plate with a fulltime job and getting the station on the air in the next month. Do your Fall plans include the annual Global Catholic Radio Conference?

Yes, we will be at the conference again this year, with more questions. We always look forward to the retreat that kicks off the conference at the Shrine of the Most Blessed Sacrament in Hanceville.

Tips & Tricks: We Need YOUR Help

I think one of the most beautiful things about the Catholic Faith, in general, and Catholic radio, in particular, is the communion of the Faithful. In the Association we come together to aid one another without the perennial question that characterizes many secular pursuits, WII FM (What's In It For Me).

One of our goals for a couple years now has been making available the compilation of the wisdom and experience to be found within Catholic radio. It is now becoming a reality.

We've hired a Member Services Director, Sharon Minson, JD, to provide more and directed services to apostolates at all stages. Sharon's first effort will be the publication of our Member's Manual, which we will distribute at the 2006 Global Catholic Radio Conference.

Please e-mail to Sharon best practices you have come across at your station for everything from acquiring a station to volunteers. No idea is too small or too large to incorporate. We will be granting attribution to the provider.

You can e-mail Sharon at CRAMemberService@bellsouth.net.

Programming:

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:
- **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.

“For the love of Christ impels us” (2 Corinthians 5:14)

Join Archbishop Jose Gomez, *World Over Live* host Raymond Arroyo and others for the [2006 Global Catholic Radio Conference](#) in Birmingham, Alabama from October 11-14. There will be tracks for new and experienced Catholic radiophiles, live EWTN TV shows, tours of Radio Mountain and more. [Register online](#) today.

Stem cell research, homosexual marriage, etc... Learn just how far you can go as a program producer or station manager with regard to FEC, FCC and IRS rules.

ASCAP, BMI, SESAC. What are your responsibilities? Come find out...

Network, share ideas, learn, and be inspired as the blessings are abundant! Please join us for an educational and fruitful conference. Plan now to attend!



A Good Week

One of the things we don't do well at the Association is let people know in what ways our efforts are making a difference in the apostolate of Catholic radio, but this last week (of August) was just too good. Three more Catholic stations will be coming about as a result of the solidarity displayed by local apostolates and the CRA working together.

A Construction Permit for a new station on AM 1340 outside of Billings, MT was granted to Immaculate Heart Radio. This came out of an effort of the CRA in 2004 that netted 60 applications for new AM stations! The time it can take to receive a license from the FCC illustrates the importance of taking part in the upcoming application process to acquire new noncommercial FM licenses. Agreements were also made for stations to cover Colorado Springs, CO (home of Focus on the Family) and South Bend/Elkhart, IN (home of Notre Dame University).

The adage that Together Everyone Achieves More (TEAM) is an apropos description of the solidarity that is actively building Catholic radio. By working together there will be many more good weeks like this in the months and years ahead.



Upcoming Events:

September 27 – 29

2006 Fall Radiothon - Catholic Radio Association's National On-Air Fundraising Event. [Click here](#) for further information on this opportunity to participate in this nationally-broadcast fundraising event.

October 11-14

[2006 Global Catholic Radio Conference](#) in Birmingham, Alabama, October 11-14. Tracks for experienced broadcasters, newly "baptized" and those just wanting to know find out if God is calling them. Plan now to attend! [Register online](#) today.

From Rome:

“If the Word of the Gospel is to be heard in every corner of the Country and the Church's teaching is to exercise a deep influence on consciences, mindsets and customs, the use of the media, especially radio and television, is proving more necessary than ever and should remain one of your constant concerns.

[T]hrough these media the Church will be better able to carry out her prophetic ministry, and especially to limit the action of the sects that frequently use the new technologies to attract and confuse the faithful."

POPE BENEDICT XVI TO THE BISHOPS OF THE DEMOCRATIC REPUBLIC OF THE CONGO ON THEIR "AD LIMINA" VISIT

6 February 2006

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).
