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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

## An Urgent Update on NCE-FM

Last month, we reported on the successful submission of 225 applications for FM stations by the CRA on behalf of Catholic organizations. Although we realized that our work was not done, insofar as we would be assisting these apostolates over the next few years as they prepare to operate Catholic radio, we had no idea more work would be sent our way rather urgently by the FCC. Let me explain. On Nov. 8, 2007 the FCC released a public notice announcing a window opened to expedite the grant of new NCE-FM station construction permits, and announced that the Bureau will accept settlements and technical amendments. Applicants are urged to enter into and file settlement agreements and to submit technical amendments to expedite the grant of applications filed in the NCE-FM window. The deadline is January 7, 2008. *Applicants who do not work out agreements run the risk of having their application involved in long MX chains from which the FCC will only issue one license, even though multiple licenses on different channels could be awarded!*

This is a first! Generally the FCC accepts applications in a window, sorts through competing ones, and then awards licenses to the winners. Instead, the FCC got so many applications (over 4,000) that it decided to throw the ball back to the applicants and have them complete what's called an MX study—which stands for “mutual exclusivity”—and file a settlement agreement. So between Nov. 8 and January 7, 2008, the CRA will be completing these MX studies, making contact with competing applicants, negotiating resolutions, writing up settlement agreements, and filing all of this paperwork with the FCC.

Fortunately, we do not have to do this for ALL of the applications that we filed. In fact, several are singletons, i.e., they have no competition, and are ready to move on to the next stage of getting on the air. Some of these are:

-**Dodge city, KS**—Diocese of Dodge City

-**Hopedale, OH**—Franciscan University of Steubenville

-**Ebensburg, PA**

-**Ash Grove/Springfield, MO**

-**Dexter/Sikeston, MO**

We ask for your prayers in the ongoing efforts of the CRA to bring Catholic radio to as many souls as possible. The CRA intends to complete as much paperwork for as many applicants as possible. The more we do, the better our chances of being awarded licenses. And the more licenses we win, the more people will have a chance to experience the life-changing power of Catholic radio. Thank you for your ongoing support of our efforts at the CRA.

*Ad majorem Dei gloriam!*

Stephen Gajdosik, President

## Correspondence: CRA Messenger Gives an Update on FCC Proceedings

In last month's newsletter, we briefed the issue of the FCC Notice of Proposed Rulemaking on AM use of FM translators. The FCC's NPRM has been published in the Federal Register

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 detailed upgrade analysis is only \$495.

• **Legal** – The Association has developed relationships with three

as of Nov. 6, 2007. The deadline to file Comments for this proceeding is on January 7, 2008.

We have already filed our Comments in the NPRM in opposition to the proposal in its current form. We suggest that you consider filing comments in opposition as well. We have posted our Comments on the website so you can see a sample format. We urge you to consider this NPRM in light of the bigger picture. We recap here our belief that in the long term such cross-usage will harm Catholic radio. As media ownership is concentrated in the hands of fewer and fewer companies, true diversity of opinion and the number of voices in a community become less. Smaller commercial companies and noncommercial entities like Catholic radio will not have the resources to compete with the major commercial players in a market for the translators.

CRA suggests as an alternative that the FCC finish the LPFM issue before issuing translators to AM stations. Giving LPFMs a priority in the spectrum over translators being used by AM broadcasters and chains will serve the ends of localism and diversity and provide more opportunities for Catholic programming.

## Tips & Tricks

The totals are in!! The **2007 Fall National Radiothon** netted a total for our participating member stations of approximately **\$366,000!**

We received lots of positive feedback in the surveys returned to the CRA. For example, Rod Fazzari of KHSS in Walla Walla, WA has this to say:

“I must say that I cannot imagine doing a Radiothon without the national feed. It is a great gift to us ...to have such wonderful hosts and guests. It makes putting on a Radiothon a relatively easy matter. I have had many, MANY listeners tell me that our Radiothon format is very enjoyable to listen to.”

Thanks Rod, for your helpful and positive feedback.

If any other participating stations have tips to share on what worked to bring donations in to their station, please share those with us so we can spread the good news!

**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](mailto:cramemberservice@bellsouth.net).**

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

“*Catholic radio is my life line and I cannot get through the day without it!*” Beth from Sacramento, CA

“*I only listen to Catholic radio. My children are not allowed to touch the dial!*” Blanca from Sanger, CA

“*Our lives have been blessed by Catholic radio and we want to become donors in thanksgiving.*” David & Jeri from Albuquerque, NM

“*We are a family of seven and home-school our five children, and we Catholic radio on all day long.*” Robert & LeeAnn from Albuquerque, NM

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 Church needs everyday martyrs, the Pope says. While faithfulness to Christ may not lead to bloody martyrdom, "fidelity is shown in the silent and heroic witness of so many Christians who live the Gospel without compromise."

Pope Benedict XVI  
Oct. 28, 2007  
Sunday Angelus

*St. Gabriel,  
Pray for us!*

*"I thank God for your stations. I have learned so much from listening."* Cathy from Modesto, CA.

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

### In the News:

#### Congratulations

It's official! Prince of Peace Catholic Radio (WJPP 100.1 FM) is now on the air and spreading our Catholic faith on the treasure coast of Florida. Let's join in celebrating!

#### Staff changes at the CRA

Just a note to let you know that our paths diverge as God leads me on a different journey. Thank you for allowing me to serve you and your apostolates as Member Service Director this past year. It has been a gift and a blessing to me to share your lives and your stories. I will keep you all in my prayers as the future unfolds before us.

Sharon M. Minson, esq. Member Service Director

### Upcoming Events:

#### April 30 –May 2, 2008

**2008 National Radiothon** - Catholic Radio Association's national on-air fundraising event for member stations is moving to the SPRING!! Please mark your calendars now for the 2008 National Catholic Radiothon. The stations that participated in the Fall 2007 Radiothon are sending to us their surveys to report successes, tips, etc. We will share the good news as we receive information.

#### October 8-11, 2008

**2008 Global Catholic Radio Conference** in Birmingham, Alabama, October 8-11. Please mark your calendars NOW for next year's conference. Whether you are already working in Catholic radio, attended before, or just getting started, you will be blessed by your participation at this conference!

#### **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).