

RadioActive Messenger

News and Information that matters to the Apostolate of Catholic Radio

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Association Happenings

2004 Radiothon Fast Approaching

The 2004 National Catholic Radiothon will be held September 22-24, 2004. This year's theme is "Sowing for a Bountiful Harvest." It stems from Matthew 9:38, "The harvest is plentiful, but the laborers are few," and from II Corinthians 6:2 "Now is the day of salvation." The Radiothon invites listeners to fulfill their baptismal vows by uniting with Catholic radio apostolates in communion and solidarity. Through the Radiothon, we strive to fulfill the call of Christ and the Church for the New Evangelization through Catholic radio. For information on participating contact the [CRA](#). Please keep this year's Radiothon and its preparations in your prayers. Ω

Credit Card Processing Discount for Members

The Catholic Radio Association has negotiated a discounted rate for credit card processing through Cornerstone Payment Systems. Through Cornerstone the discount rate is only 2.19% + .30/transaction. The monthly statement fee is \$7.00. Contact the [CRA](#) for more details. Ω

THE CRA AND YOU

Catholic Radio: The Instrument of the New Evangelization!

By Stephen Gajdosik, CRA President

While at first glance the sub-title above may seem rather boastful, permit me a brief apologetic in its defense now, and an expanded one over the next year.

Those of us who have been blessed to work within Catholic radio have seen first-hand its efficacy in enflaming the hearts of committed Catholics, bringing fallen-away Catholics back to the Faith, and even bringing non-Catholic Christians and non-Christians home to the Church. These are no small feats! What other means of communication or evangelical outreach has such wide appeal and has brought so many to the Faith (especially at such ridiculously low costs per person)?

Because of the tremendous effect the Holy Spirit accomplishes through Catholic radio, the CRA will be redoubling our efforts to raise awareness of Catholic radio, and the need to establish and support it, within the Hierarchy and the laity.

Part of that effort began this spring with a booklet mailed to each U.S. bishop entitled, "[Catholic Radio: The Instrument of the New Evangelization.](#)" (To access this booklet go to www.CatholicRadioAssociation.org, and click on the Newsletter Link). In June we followed up the booklet with a luncheon in Denver during the U.S. bishops' spring gathering. Over 30 bishops attended the luncheon and were given an opportunity to meet and explore the idea of Catholic radio with Catholic radio apostolates, CRA staff, and members of the CRA Episcopal Advisory Board. (A special word of thanks to Archbishop Elden Curtiss of Omaha and Bishop Robert Baker of Charleston for their witness during the meeting.)

Beginning with the next *RadioActive Messenger*, we will be printing a series of articles exploring the history of Catholic radio, its effects, and its promise. This series will explore these areas from historical, practical, theological, and anthropological perspectives. Steven Kellmeyer, who spoke so eloquently at the Catholic radio conference in June, will be the principal author. Each issue will also include companion articles from a bishop noted for his understanding of the particular topic.

In addition to this series appearing in the *RadioActive Messenger*, it will be mailed to each bishop in North America, all diocesan directors of evangelization and catechesis, the USCCB, and the Pontifical Council for Social Communications. The articles will be

Kudos to Bishop Robert Baker!

Bishop Robert Baker, a member of the CRA's Episcopal Advisory Board, along with Archbishop John Donohue of Atlanta and Bishop Peter Jugis of Charlotte, recently issued a decree that faithfully defended the integrity of Sacrament of the Eucharist. The document called back home those politicians who seek to receive Holy Communion while publicly holding positions contrary to Catholic moral teaching. Bishop Baker's pastoral concern for his people, and willingness to bear the heavy burden of Episcopal consecration, is a profound witness to us all. Thank you, Bishop Baker! Ω

Radiothon Prayer



Prayer to St. Isidore

*“St. Isidore, you are the
Patron Saint of those who plant,
who toil in the fields.
As we toil to sow seeds of faith
and hope, we ask you
to pray for our Radiothon
We pray that we may
continue to plant the seeds of our
Catholic faith,
through the media of radio.
As God sent Angels to
labor for you in the field,
we seek your help as we labor
in a field of souls. We pray
that we will reap a most
‘Bountiful Harvest’.
Amen.”*

Courtesy of La Promesa Foundation

compiled into a booklet when complete, and made available to all who are interested.

While this series will serve to showcase Catholic radio in the great work it can do, it also has another benefit. As Catholic radio emerges from its infancy, exhaustive and penetrating thought is necessary to aid apostolates and dioceses in discerning the proper course of action when crossroads are met.

Ad majorem Dei gloriam! Ω

QUARTERLY ISSUES – KEEP ON FILING

FCC files lawsuit against station who fails to maintain Quarterly Issues in their Public Inspection File

Remember those “Quarterly Issues” the CRA sends you at the end of every quarter? These emails are a service of the CRA and Covenant Network to aid you in keeping your Public Inspection File. The Quarterly Issues included in the email are those kept by Covenant Network and must be modified to reflect the programming of your particular apostolate.

It is imperative that quarterly issues are kept up to date in your files. Jim Carroll, a CRA member, passed along information on a lawsuit filed against a station in Nebraska that had failed to maintain its quarterly issues file. This lawsuit was filed by the FCC because in the station's 1997 renewal application, the station had failed to timely record or retain quarterly issue/program lists and supplemental ownership information in its Public Inspection File, while certifying in its renewal application that it had done so. “False certification and misrepresentation issues have been specified against the licensee. A petition to deny filed by some former employees of the station played a role in the FCC's decision to designate the license renewal for hearing, as well as to allow the possibility of a \$300,000 fine” (Richard R. Zaragoza, SHAW PITTMAN LLP).

The above case calls for a summary of what must be kept in the Public Inspection File. All licensed noncommercial educational AM, FM, or TV stations are required to keep a Public Inspection File. The file must include a copy of any applications filed with the FCC, related documents, and FCC responses. This file must also include material related to any FCC investigations or complaints ([47 C.F.R §73.3527\(e\)\(1\)\(11\)](#)). Each station for which authorization is pending must keep a separate file until license is granted.

Other items that must be included are authorization documents, applications and related materials, contour maps that were submitted with the application, ownership reports and related materials, political records relating to broadcast by candidates for public office, equal employment opportunity documents, the most recent version of “The Public and Broadcasting” manual, donor lists, local public notice announcements, and requests for carriage on a cable system. Also, every quarter, noncommercial stations must compile a list of programs that “have provided the most significant treatment of community issues during the preceding

Feastdays



**Assumption of the
Blessed Virgin Mary
August 15**

"See the beauty of the daughter of Jerusalem, who ascended to heaven like the rising sun at dawn." -- [Benedictus antiphon from Daily Office](#)

Member Services

- Ω **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 also has contacts developed with multiple radio station brokers to quickly find stations that are for sale or can help members to locate and negotiate a station directly with the owner.
- Ω **Acquisition loan program** - The Association is working to establish a matching funds loan program with a Catholic fraternal insurance society to provide members with a low-interest acquisition loan.
- Ω **Credit card processing** - The Association has developed a discounted credit card processing plan for members.
- Ω **Special events** - The Association co-hosts, with EWTN, an annual conference each year to provide members with the most up-to-date

three month period" ([47 C.F.R. §73.3527\(e\)](#)).

This is where the quarterly issues come in. The quarterly issues list must also include a description of which issues were addressed and by which programs. This description must include the time, date, duration, and title of each program. The list must be kept until the station's renewal application is accepted and/or final action is taken by the [FCC \(47 C.F.R. §73.3527\(e\)\(8\)\)](#).

The FCC also requires stations applying for a construction permit to keep a file for public inspection. The contents of this file must include a copy of any applications filed with the FCC, related documents, and FCC responses. This file must also include material related to any FCC investigations or complaints ([47 C.F.R. §73.3527\(e\)\(1\)\(11\)](#)).

For further information on regulations pertaining to the Public Inspection File, see FCC 47 C.F.R. 73.3527 "[Local Public Inspection file of noncommercial educational stations](#)". The FCC's Audio Division also contains an article entitled "[The Public and Broadcasting](#)" which includes a section that details the requirements of the Public Inspection File. Ω

USING MUSIC ETHICALLY ON AIR

Understanding broadcast licenses and PROs

So often music is used in Catholic radio as a segue between programs, or to introduce or close a program. However, little thought is given to the person who wrote each particular piece. The composer in a sense "owns the music" he or she composed. That music is the composer's intellectual property and is copyrighted. It is only ethical and moral that the composer be compensated for the use of their work. The government has given the responsibility to Performing Rights Organizations (PRO) to manage this compensation. ASCAP, BMI, and SESAC are PROs that offer broadcasting licenses to radio stations, restaurants and all types of businesses that play copyrighted music. The organizations then compensate the copyright holders through royalties. Each organization represents different artists, songwriters, and composers. In order for a radio station to have legal access to virtually all music in the United States, it is necessary to procure a license from each PRO. The best way to check who a certain artist or piece is licensed by, is to visit the website of each PRO, [www.ascap.com](#), [www.bmi.com](#), or [www.sesac.com](#).

There are several types of licenses available. They differ according to whether the station is noncommercial or commercial, and in reference to the amount of music played. License holders are required to submit Quarterly Music Reports to the PRO to verify their music usage. In addition Annual Gross Revenue Statements are often required for commercial stations.

Licenses for noncommercial stations are determined by the United States Copyright Office. They are annual and vary each year with the Consumer Price Index (CPI). According to Linda Voltaggio, a Licensing Manager with ASCAP, "In order to avail yourself of the license, you must comply with the schedule of rates and terms

information and guidance in order to train and assist members in their apostolate.

- Ω **Newsletters/Information exchange** – The Association provides to its members a bi-monthly with information, pertinent news, and ideas relevant to Catholic broadcasting.
- Ω **Regulatory** – The Association will share with its members via its newsletter or e-mail broadcast any regulatory changes or updates of which it becomes aware.
- Ω **Resource sharing** – The Association makes known, via its newsletter, any items or abilities possessed by its members which other members may be interested in.
- Ω **Engineering/technical** – The Association will evaluate the coverage area of a station 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 \$300. V-Soft Communications, a broadcast consulting firm, has agreed to offer its AM/FM spectrum analysis services to members at a \$950 discount if the initial engineering is done by the CRA.
- Ω **Legal** – The Association has developed relationships with two attorneys practiced in FCC law, contractual work, and nonprofit corporations who offer their services to the members at significantly reduced rates. The Association would like to underwrite half the cost of the legal work a member requires in order purchase a station or incorporate. As the first step is often the most difficult, this would assist fledgling apostolates get over the first hurdle more easily and ensure it is done correctly.
- Ω **Broadcast Software International (BSI) Discount** – 20% discount on all its proprietary software to members, including its cutting edge station automation system, Simian. 10% discount on all other software and hardware.
- Ω **Armstrong Transmitter Corporation Discount** – 25% on the purchase of all transmitters and 20% on the purchase of all other hardware by members.
- Ω **Gorman-Redlich 5% Discount and Free Shipping** – on its well-known Emergency Alert Systems (EAS) to members.

established by the Copyright Office... [who has] set the annual rate at \$254.00 for the year 2004 for stations which are licensed to colleges, universities, or other non-profit educational institutions and not affiliated with national public radio." The 2004 license fee for BMI is also \$254.00. The 2004 license fee for SESAC is \$100.00.

Licenses available to commercial stations can be either blanket or per program. Blanket licenses are necessary if the station plays a considerable amount of music. Per program licenses are tailored to stations that use music less frequently, such as talk radio stations. A station with a per program license pays a base fee, and then an additional fee for popular music uses.

ASCAP's fee for the blanket licenses is "a percentage of the station's annual revenues and is billed monthly. The rate for 1996 through 2000 is 1.615% for stations that have annual gross revenue over \$150,000 or a minimum of 1% of adjusted gross income. For stations that bill less than \$150,000 there is a flat fee schedule." For ASCAP's per program license, "the base fee is .24% of Adjusted Gross Revenue. (Adjusted Gross Revenue is gross revenue less certain deductions such as Advertising Agency Commissions, Bad Debts or Net Revenue for Political Broadcasts.) The additional fee for "feature" uses has two components: a rate of 4.22% applies to a station's first 10% of weighted hours subject to fee up to a maximum of 400 hours. The rate for all additional hours that are subject to fee is 2.135%" ([ASCAP Radio Licensing FAQs, www.ascap.com](#)).

BMI also offers both types of licenses to commercial stations. However, unlike ASCAP, license fees are not revenue based. Instead, BMI's fees are based on an "annual industry wide fee", divided among licensees. The 2004-2006 blanket and per program license fees are based on the each station's "2003 Benchmark Fee", or their portion of the "industry wide fee," plus "an allocated portion of the difference between the aggregate industry-wide 2003 Benchmark Fees for all stations and the Annual License Payments owing by the industry to BMI" ([New BMI-03 Radio License "Exhibit B \(Section III\)", www.bmi.com](#)).

The license fees for SESAC's blanket license are "calculated based on the station's market and spot rate schedule of fees for commercial radio stations." The per program license is significantly less through SESAC's "'All-Talk' amendment. Stations featuring programs consisting primarily of news, narration, sports, or dialogue, devoid of feature musical presentation may qualify for the SESAC all-talk amendment resulting in a reduction of fees by 75%" ([SESAC FAQs, www.sesac.com](#)).

If you would like more information on the services provided by the above PROs, contact [Linda Voltaggio](#), Licensing Manager at [ASCAP](#), [Amy Ho](#), account representative at [BMI](#), or [Greg Riggle](#), Associate Director of Broadcast Licensing at [SESAC](#). Ω

STATION SPOTLIGHT

New Catholic Radio station in Canton/Akron area!

Just over a month ago, residents of the Canton/Akron area in Ohio had a new place to rest their radio dial. On July 1, 2004 Living

Ω **Employee Benefits** – The Association is working with a Catholic fraternal insurance company to provide tax-advantaged retirement vehicles for members.

Contact

Catholic Radio Association

2221 S. Webster Ave. #131
Green Bay, WI 54301

Phone: 920-532-0147

Fax: 509-479-1186

Email:

mbolle@earthlink.net

Website:

www.CatholicRadioAssociation.org

Bread Radio, WILB 1060AM, began broadcasting to the more than one million souls who live in the area. The Catholic radio station is the fruit of over 10 years of seeking the Lord, planning, and preparation. President Barbara Gaskell, who also works at the affiliated Catholic bookstore, St. Raphael, shared how Living Bread Radio got its start.

The Lord first stirred up the call to begin either a Catholic radio station in Canton/Akron area, or to build a St. Raphael center. In response, a frequency search was done, but the doors to a radio station were closed. Instead, with God's guidance, the St. Raphael center was built. Today the center includes the bookstore, a chapel, a meeting room, and a studio room. The studio room allows the station to operate within the St. Raphael center.

Living Bread Radio's programming is mostly EWTN and Catholic Answers. Living Bread, whose call letters, WILB stand for Jesus' words, "I am the Living Bread", is also the home station for Dr. Ray Guarendi. Dr. Guarendi is able to use the studio for his program each day.

Although Living Bread has only been on the air for a short while, response has been positive. People who visit the bookstore often comment on the station and how they like it. One man said that the only station he has on in his truck is 1060 AM.

Gaskell is grateful for the help of everyone involved in Catholic radio. "Everyone has been so helpful by offering guidance and tips of what to do." Her hope for Catholic radio is that it spreads throughout the nation reaching souls with the truth. When speaking to groups, she asks them to pray for all of Catholic radio, not just Living Bread. "We just want to blanket the United States with Catholic Radio and the Faith." Because of the 10 year journey to the start of Living Bread, Gaskell knows what it is like to rely on the Lord. To others answering the call of Our Lord for Catholic radio, she offers the following advice: "Keep working on it, keep praying, the Lord sends the people when its time."

Visit Living Bread Radio's website at www.LivingBreadRadio.com.

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Catholic Radio
ASSOCIATION