

In this Issue

From the President *Exciting changes to RadioActive Messenger*

Correspondence
Kristin before the "Lions" RA talks with Redeemer Radio's Exec. Dir. Kristin Billingsley

Tips & Tricks
Silence is Not Golden

Programming
Filling the Black Hole of programming

FCC File

Upcoming Events

From the Editor

Employment Ops:

Upcoming Events

In next Month's Issue

In the News
Catholic Radio's Newest Station RA interviews Chris Langford of Ft. Wayne Catholic Radio

Tips & Tricks
Them Tones, them Tones, who's got them tones...

And much more...

Exciting Changes to *RadioActive Messenger*

Beginning this month, and continuing over the next few months *RadioActive Messenger* will be undergoing some exciting improvements. When finished the new format will include monthly feature articles and special sections of interest to our subscribers. Some sections, such as the new feature section, "Tips & Tricks" will be written by regular contributors, others such as the "In the News" section will be written by regular contributors, but will also accept articles written by you. *Check the "From the Editor" section below for instructions on how to submit an article for publication.* Our hope is that you will find these changes provide you with even more useful information to assist you in accomplishing your ministry.

Stephen Gajdosik, CRA President

Correspondence: Kristin before the "Lions"

It started out as simply volunteering for a local Lay Catholic group that was buying time on a local AM radio station – a story all too familiar for most of us. But, it soon turned into something much more. RadioActive Messenger asked Redeemer Radio's (Ft. Wayne (Ind.)) new Executive Director to pause a moment to give us at least some of her story.

When did you first hear of Catholic Radio, and what was your initial reaction to it?

I first heard of Catholic radio this past summer. Fort Wayne has one of the highest rated Christian stations in the nation here for over thirty years. When I heard of *Catholic Radio*, I immediately wanted to be a part of it. I jumped in as a volunteer and found myself designing the logo and a marketing package for the initial [station] acquisition meeting. I also assisted with organizing an Appreciation dinner party for all the past supporters.

At that time did you ever think you would be working full time for a local Catholic Radio Station?

Never in my wildest dreams would I have thought that I would be working for a Catholic Radio Station. When Chris Langford, President of Redeemer Radio, approached me about the position I was excited to learn they would entertain the idea of hiring someone with no radio experience. Catholic Radio is an awesome apostolate, which daily feeds people the truth and beauty of our faith.

Did you go through a lengthy interview process?

The interview process was very unique. After submitting my resume and cover letter, I was presented with seven questions to answer on paper in

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 their market. The Association has contacts developed with multiple radio

less than a week. These were no simple queries. A couple of them were typical work experience-related questions, but the others were philosophical essay questions on my viewpoints concerning Catholicism. This part of the process was followed by a formal interview including a Power Point presentation and a review of my business writings and marketing portfolio. Another two interviews with board members preceded my final offer of the position of Executive Director. It was a lengthy process, yet well worth the effort on all sides.

Among the qualifications that you brought to the job, which have been most useful?

My television production background has been extremely helpful in developing scripts, overseeing trafficking and general studio production. I am by no means a theological scholar, but the love and knowledge of my faith has been the backbone of my job. I absolutely love my faith! There are so many judgment decisions that are made throughout the day that require a true grounding in the faith.

Q: How have you found the experience of heading a Catholic Radio ministry so far?

The last two months have been a rollercoaster of events. None of us in our organization has been involved in radio before Redeemer Radio. I am so blessed to be working with the finest people imaginable. I work closely with our acting board of directors, Chris Langford, Board President; Greg Erlandson, President of Our Sunday Visitor; Dave Steffen, Treasurer; Jim Roy, and Bob Doelling our Attorney. Our Advisory Board members include Don Schenkel and John Tippmann, Sr. An Operations Manager from Nevada, is helping Larry Hoffman, our Operations Manager, set up our Simian log. There is a network of Catholic Radio personnel across the country ready to share their experiences in helping newcomers along. Our volunteers are amazing people with hearts for Jesus, Mary and the Catholic Church. It is an awesome experience to watch the Holy Spirit work through all of these beautiful people.

Q: What struggles has Redeemer Radio seen in its first month of operations? What have your triumphs been?

My email system seems to challenge me every day. One morning I had over 900 messages pouring in to my computer in just a couple of hours. It felt like an "I Love Lucy" episode as I was trying to delete them as fast as they were coming in! The triumphs are, without a doubt, the comments from listeners on how their lives are changing. I had one gentleman come to me in tears after a parish talk. He and his wife had been practicing Protestantism for his entire marriage. His wife was a Catholic. He just wasn't being fed and was looking for a church. Once he started attending a local Catholic Church and listening to our station he knew he had found what he had been looking a lifetime for. His tears were tears of joy.

Q: What insights have you developed that you could pass on to our readers?

There is a lot of work to do in radio ministry. It is important work; so important that it is easy to think that "you" have to do the work. After two months of trying to keep the incredible pace of starting a new station, I turned to God with fasting and daily Mass. I realize that, no matter how demanding the schedule, I need to make time for a daily holy hour. I think this is true with all vocations, whether you are a stay-at-home mom or working in a secular or ministerial environment. A daily holy hour, when possible, is worth any sacrifice.

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

Q: What has been the best advice you've received in managing your station?

I have enjoyed working with our consultant and my mentor. The best advice he's given me is to go to God with everything, as He will never fail you.

Q: What's in the near future for Redeemer Radio?

Right now, we are looking forward to our first Sharathon [March 29th – 31st.] with our hosts, Jerry Usher, from Catholic Answers Live, and Steve Moffitt, our consultant. With the help of our volunteer staff, I am currently assembling a mailing list for our pre-Sharathon matching funds letter and our first quarterly newsletter. The grant writing process is about to begin with the arrival of my FIDICA book. The future is bright for Redeemer Radio, as we enter our second month of broadcasting the truth and beauty of the Catholic faith to our community.

Tips and Tricks!

SILENCE IS NOT GOLDEN by doug pearson

Every one talks about the need for silence in our daily lives and how valuable it is to our spiritual lives. When your walking in the wilderness you say things like, "It's so Quiet and peaceful out here." People say things like, "Silence is Golden" and when something tragic happens we "Take a Moment of Silence" to pay our respects.

Well, since I started working in Catholic Radio I have learned the hard way that all the mushy things people say about silence are wrong! Silence is not golden or peaceful and a moment of silence is the last thing I want at my funeral! I certainly don't want a whole minute of it!

In the last five years, I have learned that when running stations on a shoe string budget you have to make trade-offs. One of the trade-offs that we in Catholic Radio have made is that we have opted for computer automation vs. live board operators because it's more cost effective. But this is a trade off; computer automation can fail for any number of reasons. A typical manifestation of failure can be a bad log entry or a crashed computer automation system resulting in silence... but not peace.

The problem with this "un-peaceful" silence is that your listeners, no matter how loyal they may be, will start scanning the dial looking for another station usually within about 45 seconds. So if you hope to consistently build your listener-ship, you need to be able to respond to situations that create these less than golden moments... even when you may be tucked securely into your bed.

To solve this problem you can purchase and install a simple device called a "Silence Sensor" that will respond to periods of silence on your station by switching to a backup audio source. You should have a silence monitor listening to your feed 24 hours a day, seven days a week. I have used two different types of silence sensors, the BSW Silence Monitor III and the Sine System AFS-3. The BSW Silence Monitor III has user definable settings for length of silence it will endure before activation (meaning you

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. The Association has developed an LPFM equipment list that costs under \$11k.
- **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:

tell it how much silence to wait through before switching) and for volume required to trip the alarm. Make sure you buy the rack mount kit so you can keep things neat, and there is room in it for the BSW Trigger and Switch kit. The other monitor I've used is the Sine System AFS-3. This one does not directly handle the backup feed and does not have the user definable volume level and takes up more room in the rack. Can you guess which one I like best?

I normally use a straight EWTN feed for my backup audio, but I have talked to folks who have a CD player that plays when the silence alarm is engaged. One idea that gets thrown around from time to time is to have your silence monitor trigger a file to play from your automation. I don't recommend this as it is quite probable that your automation is the source of the difficulty.

There are many ways to configure your back up. The important thing is that you DO set up a backup feed because it not only costs you the opportunity to evangelize when you are off the air, but when the FCC granted you a license they assumed you were going to broadcast audio, and they like it when you actually do.

Doug Pearson is Director of Operations for Immaculate Heart Radio and writes from his office in Reno, Nevada.

Editor's Note: Here are some links for you to get more information on silence sensors:

<http://www.sinesys.com/pages/afs3.html>

<http://www.bswusa.com/searchresult.asp?searchType=keyword&searchValue=sm111>

Remember! Before purchasing equipment check with the Catholic Radio Assn. to see if any discounts are available. Look in next month's issue for tips on tones and how to use them in your station log. If you have a technical question for our "Tips and Tricks" section send them to info@catholicradioassociation.org and we'll forward them along to Doug for his consideration.

Programming: Filling the Black Hole of Programming

Low cost programming ideas you can do with Volunteer help or with automation alone.

To borrow a phrase, local programming can be like a Black Hole – sucking valuable resources away from other areas. Programming can be costly. In order to make a program you have to have people, and in most cases people can't donate the kind of time it takes to create programming. But, here are some successful programming ideas from Catholic stations that can be done using volunteer help or in one case, at least, no help at all:

- 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:

“In the Word made flesh communication itself takes on its most profound saving meaning; thus, in the Holy Spirit, the human being is given the capacity to receive salvation, and to proclaim and give witness to it before the world.”

Apostolic Letter, The Rapid Development – John Paul II

1. **Broadcast the mass from your local Cathedral:** KBVM in Portland Oregon does this using a dedicated phone line and a patch into the P. A. system. The phone line costs about thirty dollars a month, but the feed requires no manual labor. They simply use their automation to switch to the feed and to switch back at the end. They do this everyday except on Saturday.
2. **Interview the Bishop:** KIHM in Reno, Nevada used to do this monthly. It took up about 90 minutes of staffing time and Bishop really enjoyed it.
3. **Broadcast local Catholic High School athletics:** This can actually generate revenue in the form of underwriting. Most budding sports announcers would jump at the chance to donate their talent to “call” games for you. You would need a modicum of remote equipment, but you can often talk to the school’s coach about helping find someone to underwrite the purchase of equipment. Most games occur on Friday evenings, or Saturday afternoons so the interruptions to your normal programming would occur during low listener time periods. The added benefit to this is that your station will become a part of the High School scene and can leverage the School’s reputation to your benefit. Perhaps even get development assistance from the school.
4. **Get your local Pro-life ministry to host a program:** With a little coaching and a little talent, volunteers from your local pro-life ministry could put together a simple ½ hour or hour program once a week. This is a winning situation for them, as they get more exposure for their ministry and for you as you get them to promote your station to their constituents.
5. **Talk to your Diocese about hosting a program:** While this may be a little harder to accomplish it is well worth the effort. Most dioceses’ have a desire to use media more effectively and the benefits to the station will be hard to ignore.

If you give yourself time you can come up with additional ideas. The key is to use volunteer help when and where you can. Keep in mind that even volunteer help will need direction from time to time. If you’d like more information on how to create local programming the Catholic Radio Association can put you in touch with experienced people who do local programming and who would be glad to share with you what they’ve learned.

FCC File: will debut next issue...

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

If you would like to submit an article for publication in the *RadioActive 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 you a brief description of your article "idea" to 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.

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

Upcoming Events:

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

121 Broad Street ♦ Charleston, SC 29401
Phone: 843-853-23 ♦ Fax: 509-479-1186
Email: info@CatholicRadioAssociation.org
Web site: www.CatholicRadioAssociation.org

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