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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.

Evangelization...really?

Evangelization. A word all of us use quite often to describe the work of our apostolate, yet a word with a complexity and depth that is seldom plumbed. Over the course of this year I'd like to share with you how the Church herself defines and employs this word; this rich concept.

There are many sources, organizations, teachers, etc. to whom we could turn for their definition of evangelization. Some are accurate and richly developed, others draw their understanding from non-Catholic experiences or are artificially constrained. Ask a thousand people to describe evangelization and you'd likely get a thousand different answers. This is in part because there are an unlimited number of expressions of the work of evangelization. Yet for all of its expressions, the reality toward which they all point is the same.

February 22 is the Feast of the Chair of Peter. This feast helps us to recall the guarantee which our Lord gave to His Church to prevent her from falling into error. As the chief teacher of the Faith and guardian of the Church which was founded to evangelize, I will focus primarily upon how our Popes have employed the rich concept of evangelization into their writings and their ministry. By following them we can more surely know that what we do, the way in which we proceed, the direction in which we guide our apostolates is the direction we are being called to by the Holy Spirit.

Ad majorem Dei gloriam!

Stephen Gajdosik, CRA President

Member's Corner

An Interview with Toya Hall, Vice President, Guadalupe Radio Network, La Promesa Foundation, P O Box 10571, Midland, TX 79702, PH 432-682-5476.

Can you talk a bit about the struggles and successes of starting the new station?

Thank you so very much for inviting me to speak about one of my favorite subjects, Catholic radio. There are so many challenges when starting a new station that for the ordinary person who may have no knowledge or radio experience the task can seem daunting. But those are the very people that God is looking for. He wants to take the ordinary person who is willing to take leaps of faith and use them in extraordinary ways. I think the less likely you feel qualified the more dependent you are on Him and the more He gets the glory. That is why it is essential that prayer, frequent Mass attendance, and adoration of the Blessed Sacrament be the keys to following God's plan. Without this total dependence and commitment to communication with God, we tend to think we are the ones driving this effort and we can so easily fail and become discouraged because we start relying on our human capabilities, which are insufficient.

I want to see not only the GRN grow, but other groups as well. I think too often we look at the large amount of money that it takes to get into radio and we are immediately in fear

- **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 area of a station that a member is seeking to purchase and provide recommendations as to its upgrade-ability, suggested purchase

and doubt. Then you start trying to raise the money and the apathy and complacency that prevails over our country becomes very evident. Only prayer and sacrifice can move these strongholds and you must listen closely to our Lord and follow His direction, even if it does not make sense to you. If we but TRUST in Him then He can do so much more.

The work to bring radio stations on the air is to step into the spiritual battle. The battle for souls is not easy and it takes a willingness to pay the price of perseverance in the face of numerous unforeseen obstacles. The battle is fraught with doubts, fears, misunderstandings, complications and time consuming fatigue, which can become overwhelming. Whenever I feel these things stirring within me, I know I must refocus by drawing closer to our Lord as Scripture says, "... they that hope in the Lord shall renew their strength, they shall take wings as eagles, they shall run and not be weary, they shall walk and not faint."

There will be times that you fail in an effort and you must be willing to let go and wait on the Lord with complete trust that He is working even when you cannot see it yourself. When you do have success and a new Catholic radio station comes on the air, I think it is most humbling, because you know all too well that God accomplished this great feat with ordinary human beings. It is important to be willing to let go of the plan you may have for buying a station and be open to God doing a different plan. The goal is to have a new Catholic radio station no matter how God wants to bring it about.

Can you tell us about the role the CRA played in assisting you?

The role of the CRA in the growth of the GRN cannot be overlooked. When you are talking to radio owners and brokers and they are throwing around terms like; 60 dbu, 900 Khz, T-1 lines, you don't know what they are talking about, or at least I didn't. The CRA is a tremendous resource of information to steer you through the buying process.

The CRA was a life saver in the early years of the GRN when they developed the nationwide Radiothon to help all of us in small markets. It literally kept us alive in those first years.

The CRA has been there in the highs and the lows of the GRN. The CRA may stand for Catholic Radio Association, but for the GRN family it literally means Consistent Radio Advice! Those who make up the CRA are those who have been in the trenches and they know first hand the challenges and they are there to help from the purchasing to the operating of a Catholic radio station. It would have been even more difficult in the growth of the GRN without the vital support and advice provided by the CRA.

Can you tell us about the vision for the future there?

The vision for the future of the GRN is to go wherever the Lord calls us with courage and conviction; that if we are following His will He will bring it to fruition.

To use the media to reach out with the truths of the Catholic Faith is crucial in these times. Recently, I was speaking to a group of Catholics and afterwards a woman approached me and said the group wanted to know how recently I converted to the Catholic faith. I was really taken aback by the question as I am a cradle Catholic. I asked the woman, "Why do you think I am a recent convert?" She said, "You sound so Protestant because you use the word, 'Evangelization'." I immediately felt so sad for these well-educated people that had been so misled by the local Evangelical stations. If there had been Catholic radio in this large city they would have heard the teachings of John Paul the Great, because for us at the GRN, he exemplified evangelization throughout his Pontificate and challenged the laity to greater efforts of evangelization.

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.

FROM ROME:

[T]he Church evangelizes when she seeks to convert, solely through the divine power of the message she proclaims, both the personal and collective consciences of people, the activities in which they engage, and the lives and

This is why we must continue our efforts to share the truths of our faith through the media of radio. I work with a wonderful group of people who make up the GRN and we are committed to building strong Catholic families, encouraging religious vocations and helping people to live holy lives. That can only be accomplished by airing programming that does not water down the Catholic faith to make it more palatable. The truth will set you free, not half-truths.

What led you into Catholic radio and what keeps you in it at the end of the day?

In 1996 we started La Promesa Foundation and built a beautiful resource center filled with materials to help Catholics strengthen their faith and non-Catholics understand what we believe. But we were not seeing the impact that we wanted to see as far as conversions. It was in 1999 that Mother Angelica was on the television, and you know she had a way of speaking directly to you, or rather the Holy Spirit makes you feel that way. One night she was looking into the camera, shaking her finger and saying, "You laity, you need to buy radio stations and I will give you the programming free." It was one of those moments where the Holy Spirit was working, and it felt as if she were speaking directly to me. I thought, Wow! What a deal that sounded like! So I started talking to Bernard Lockhart, who at that time was at EWTN, and to make a long story short it was God's perfect timing and we bought our first station KJBC 1150 AM.

Recently we received a short letter from a man who simply signed it 'R'. He wrote that he had been able to give up his gay life style and that his son had been able to persuade his girlfriend not to have an abortion and now he was a grandfather, all because of listening to Catholic radio. He ended the letter by saying, "Thank you for Catholic radio as you are making a difference in our lives."

This is what motivates all of us at the GRN. We must be a voice of hope and light for these are difficult times. There are many hurting and lost souls and it is amazing that the Holy Spirit is at work through those airwaves, and there is a baby alive today to prove it.

Yes it can get crazy with just a few people trying to do so much, but I am the one who is blessed. I get to work in the Lord's vineyard and I absolutely love it, because everyday that the GRN continues to work in Catholic radio someone else's life can be a little better.

N.B. KXEB AM 910 in Dallas is now KATH.

Listen live at www.grnonline.com

Tips & Tricks

A tip about Communications Needs:

Pro Life Communications invites you to join the founders and staff of Pro Life Communications and thousands of others who share the belief that life is sacred. Simply by doing something that you do each month, paying your telecommunications bill, you will be supporting the pro-life efforts in your community. What a concept! Saving money on your communications bill while contributing to pro-life efforts!

Pro Life Communications offers a full range of communications technology. They provide local telephone service, long distance service, wireless telephone service and high-speed dial-up internet service. No doubt you are using some or all of these services now. Wouldn't you like these services to be provided by a Christian-owned company that happens to donate 100% of the profit to pro-life and pro-family

concrete milieu which are
theirs.
-*Evangelii nuntiandi*
Pope Paul VI

ministries?

You can find out more by calling toll free 877-878-LIFE 8am – 5pm Central Time or visit their website on line at www.prolifecomm.com

An important Fundraising Tip:

Circle Media, Inc., publisher of the National Catholic Register and Faith & Family, is offering a fundraising opportunity for individuals or groups (i.e., Catholic organizations, parishes, schools, teams) to raise money and evangelize at the same time. For every paid subscription, a commission is earned, which can help raise money for parish projects, schools, groups and ministries.

To find out more, please contact Debra Denhart, Marketing Coordinator at dhenhart@circlemedia.com or call 1.800.356.9916 ext. 3808, or visit the website at www.circlemedia.com/cmssp

SAVE the Dates
2007 Global Catholic Radio Conference & Radiothon

Mark your calendars NOW to SAVE these dates:

2007 Annual Radiothon: September 26-28, 2007
2007 Global Catholic Radio Conference October 10-13, 2007

*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).